

**Department:** School of Business

**Course Name** Consumer Behavior

**Hours per week** 3

**Number of Credits** 3

**Course Description** Consumption culture has become a significant part of contemporary life style. Businesses invest huge amounts of resources to study and  
a a TM 1 b b M MS M  
based on in-depth understanding on how consumers process information (e.g., perception, emotion and attitudes), how they make decisions (e.g., evaluation and choice), and how to influence them by various means