

Department:	School of Business
Course Name	Consumer Behavior
Hours per week	3
Number of Credits	3
Course Description	<p>Consumption culture has become a significant part of contemporary life style. Businesses invest huge amounts of resources to study and</p> <p>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</p>