

Department:	Faculty of Humanities and Arts
Course Name	Consumer Behavior
Hours per week	3
Number of Credits	3
Course Description	<p>This course studies the consumer as a problem solver and buying decision process. Content includes factors influencing consumer behavior, corresponding principles, theories and models. Students will acquire skills to employ the data developed by behavioral science to discern and explain consumer behavior. Emphasis is placed on integrating this data into current marketing practices.</p>