

Consumer Behavior

2024-2025 Undergraduate Catalog

MKT 340 - Consumer Behavior

3 credit(s)

Examines the decision processes used by individuals and households in obtaining and using goods and services. The influences of individual demographic and psychographic differences as well as cultural, ethnic, social, and environmental factors are explored to build an understanding of consumer behavior in a global economy. Current theories and models are studied and applied to actual marketing situations.

Prerequisite(s): [MKT 310](#).

[Click here for Fall 2024 course scheduling information.](#)

[Click here for Spring 2025 course scheduling information.](#)
