

**Faculty of Commerce & Business Administration**

**Consumer Behavior**

**Information :**

**Course Code :** MKT 302

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Marketing

**Instructor Information :**

Title	Name	Office hours
Associate Professor	Noha Magdy Kamel El sharawy	6

**Description :**

This course will introduce the student to the influence that consumer behavior has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision-making. Topics include consumer and market segments, environmental influences, individual determinants, decision processes, information research and evaluation. The course outline includes introduction to consumer behavior and consumer research, internal influences on consumer behavior, external influences on consumer behavior, and consumer decision making.