
Faculty of Commerce & Business Administration

Consumer Behavior

Information :

Course Code : MKT 302

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Marketing

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