

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
Lecturer	HEBA MOHAMED ABDELWAHAB TAWFIK CHEHATA	2

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.

Books :

Book	Author	Publisher
Consumer Behavior	Del I. Hawkins	McGraw Hill