



503422 Consumer Behavior

[3 cr., 3, 0] This course introduces students to the general perspectives of the study of consumer behavior. This course is designed to provide knowledge of the psychological foundations of consumer behavior and the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions. The aim of this course is to provide students with the understanding of how to engage these mechanisms in building persuasive communications targeted to consumers in the marketplace