

## **Consumer Behavior (MKTG 332)**

**Instructor:** Saima Mujtaba Rana

**Pre-Req:** Principles of Marketing (MKTG 201)

**Credit Hour:** 3

**Schedule:** Monday to Friday (10:15AM 12:15PM)

Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making them, the consumers they are trying to influence, and the society in which these attempts occur. We are all consumers and we are all members of society, so consumer behavior, and attempts to influence it, are critical to all of us. This course is designed to provide an understanding of consumer behavior. This understanding can make us better consumers, better marketers, and better citizens

This Course consists of two blocks: Marketing Research and Consumer Behavior. First, learners will see the tools and methods to be able to effectively conduct (or hire) and interpret marketing research. Second, they will learn the foundations of consumer behavior and the consumer decision-making process and how to use this knowledge in the formulation of effective marketing strategies and tactic.