

BUS-414W : Consumer Behavior

A study of purchasing patterns and habits of consumers (individual and business) from both societal and psychological sides; increases student understanding of how businesses develop marketing plans to appeal to recognized consumer needs, wants and characteristics. Emphasis is placed on observations in the retail environment including cultural, societal and personal preferences. FILA general education: writing intensive.

Credits 3

Prerequisites

[FILA-150](#) or [FILA-350EW](#); [ENG-110](#); [BUS-300](#); [BUS-310](#); or permission of instructor

Term Offered

Fall Only

Session Cycle

F