

## BUS206N : Consumer Behavior

This course is a study of how the field of marketing influences the actions of consumers and how marketing influences the retailing process. This course provides the student with an understanding of consumer behavior, the buying process, product life cycles, and the consumer adoption process. This course highlights the importance of studying merchandising effects on consumers.

**Class Hours** 2

**Lab Hours** 2 **Credits** 3

**Prerequisites**

BUS104N.