

MBA 8682: Cons Psy Optimal Bus Solutions

Introduces the student to the study of consumer behavior: how and why consumers and businesses act in a purchase environment. The structure will be similar to an executive briefing in which students become "subject matter experts" on a targeted consumer behavior topic based on instructor and executive guest speaker interactions. Attributes: GB Marketing

Credits: 3.0

Prerequisites:

MBA 8450 and MBA 8650