

2024-25 ACADEMIC COURSES

BMG 212: CONSUMER BUYING BEHAVIOR

In this course, students will use the marketing approach to develop business strategies informed by trends in consumer buying behavior. Emerging technologies and marketing trends in client marketing planning will be explored. Students will apply both internal psychological factors and external influencing factors that enhance the buying decisions in order to recognize consumer purchasing choices. Students will also explore the various and changing social values that impact consumer choices. Level I Prerequisite: Academic Reading and Writing Levels of 6

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Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 06/28/2024 Information is subject to change without notice.