

# MAKT 302 : Consumer Behavior

The course introduces a wide range of behavioral concepts. It explores the strategic implications of customer behavior for marketers. The course challenges students to explore the realities and implications of buyer behavior in traditional and e-commerce markets. The key to the course is demonstrating how an understanding of buyer behavior can improve strategic decision-making.

**Credits** 3

**CIP Code**

52.1401

**Prerequisites**

Or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

**Prerequisite Courses**

ENGL 111

LIBR 150

MAKT 201

MATH 110

**Course Outcomes**

After successfully completing the course, the learner will be able to:

- Small business management is suitable for them.
- They have access to the resources (informational and financial) necessary for success
- If their small business venture is predictably destined for success or failure?
- Explain the nature of entrepreneurship and small business.
- Explore entrepreneurial opportunities.
- Develop a new venture business plan.