

Faculty of Commerce & Business Administration

Consumer Behavior

Information :						
Course Code :	MKT 302	Level	:	Undergraduate	Course Hours :	3.00- Hours
Department : Department of Marketing						
Instructor Information :						
Title		Name				Office hours
Associate Profes	Noha Magdy Kamel El sharawy				6	

Description:

This course will introduce the student to the influence that consumer behavior has on marketing activities. Students will apply theoretical concepts to marketing strategies and decision-making. Topics include consumer and market segments, environmental influences, individual determinants, decision processes, information research and evaluation. The course outline includes introduction to consumer behavior and consumer research, internal influences on consumer behavior, and consumer decision making.