

## **Mktg 766: Advanced Studies in Consumer Behavior**

### **Marketing, Analytics & Prof Sales**

An analysis of the various contributors in the area of consumer research with an emphasis on current and classic consumer behavior literature.

3 Credits

### **Instruction Type(s)**

- Lecture: Lecture for Mktg 766

### **Subject Areas**

- [Marketing/Marketing Management, General](#)

### **Related Areas**

- [International Marketing](#)
- [Marketing Research](#)

