







## **Course Description – Curriculum**

**Subject:** 2605314 Consumer Behavior

**CONSUMER BEHAVIOR** 

**Credits:** 3(3-0-6)

**Course Condition: Prerequisite:** 2605311

**Description:** Relationships between consumer behavior and marketing management; models of consumer behavior, variables influencing the purchasing decision; analysis of consumer behavior from the points of view of psychology, sociology, anthropology and economics.

