## **BUAD 362: BUYER BEHAVIOR**

Explores the theories, principles, and current perspectives related to consumer behaviors, motivations, and experiences. Students gain understanding of cultural, socio-economic, self-concept, lifestyle, interpersonal, and perceptual factors in consumption. Cross listed as COMM 362.

Credits: 3

**Department:** Business

**Recommended:** 

**BUAD 230** 

1 Academic Catalog