MKT 525- Consumer Behavior

You Should Take This Class If You Want to

- Learn about What consumers do (e.g., how consumers spend time, money and mental resources)
- Understand Why consumers make decisions about purchasing and using products and services
- Find out How marketers (you) can influence consumers’ behaviors

Course Description

Any business begins and ends with the customer. Creating an outstanding customer experience - from the prepurchase stage to the postpurchase stage - is now a common managerial goal. This course aims to increase your understanding of how and why people consider, choose, use, and evaluate goods and services so that you can be more successful in identifying targets, designing successful products and services, and creating effective marketing communications. The course is organized around the Consumer Journey Map (CJM), an increasingly common managerial approach to understanding the customer experience. Your term project will involve your providing insights about the consumer decision making journey for a brand that you choose. Learning how to create a Consumer Journey Map will help you identify and gain insights about critical touchpoints for the firm.

Deliverables

- Case Analyses
- Quizzes
- Participation in application exercises
- Consumer Journey Map Term Project (Team or Individual)

Course Essentials

16518  
Tuesday, Thursday  
3:30- 4:50pm  

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