MKT 525 - Consumer Behavior

You Should Take This Class If You

- Gain key, evidence-based insights into how people make consumption decisions.
- Understand different data approaches that can help marketers uncover consumer needs
- Learn about different tactics of influencing consumer behavior.
- Apply consumer behavior insights when designing marketing strategies.

Course Description

Any business begins and ends with the consumer — from recognizing needs to ensuring post-purchase satisfaction. Without a consumer, there is no company!! In this course, you will enhance your understanding of how and why people consider, choose, use, and evaluate goods and services.

While all of us are consumers, our intuitions about our own behavior as well as that of others’ are often vastly inaccurate. In this class, we will base our discussion on empirical insights and theories developed in marketing and other behavioral sciences to better predict how consumers will respond to different marketing activities.

Deliverables

- 3 Case Analyses (Individual)
- 3 Quizzes (Individual)
- Top Ten Assignment (Individual)
- Consumer Behavior Field Project (Team)

Course Essentials

16525
Tuesday, Thursday
2:00- 3:20pm

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