

# Course Description – Curriculum 2018

**Subject:** MK311 Consumer Behavior

**Credits:** 3

**Prerequisite:** MK201

**Description:** A study of concepts and theories being employed to understand consumer behavior. Topics include both traditional thinking, which emphasizes psychological and behavioral theories such as perceptions, attitudes or social groups, as well as alternative theories from sociology and anthropology, which emphasizes understanding consumer from social and cultural dimensions such as a theory of symbolic consumption. This course also covers an analysis of changes in consumer behavior, particularly in a dynamic digital society.