

# North Hennepin Community College

## **BUS 2610: Consumer Behavior**

### **A. COURSE DESCRIPTION**

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course is an introduction to the world of consumer behavior. Consumer behavior borrows from several social sciences to explain behavior in the marketplace. In this course, students will explore how perceptions, learning, memory, personality, and attitudes influence consumption behavior, how consumption shifts during one's life cycle, and how strong cultural and subcultural influences are on consumers.

**B. COURSE EFFECTIVE DATES:** 06/07/2021 - Present

### **C. OUTLINE OF MAJOR CONTENT AREAS**

None

### **D. LEARNING OUTCOMES (General)**

None

### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

### **G. SPECIAL INFORMATION**

None noted