BA 261 Consumer Behavior Outcomes

Specific outcomes for this course include:

1. Manage their own time, meet deadlines and properly prepare for meetings.
2. Describe the shopping process consumers use when purchasing products and services.
3. Relate features to benefits in the eyes of the consumer.
4. Explain cultural and social influences impact on consumer behavior.
5. Relate motivation principles to consumer behavior.
6. Conduct research to investigate consumer attitudes, beliefs and behaviors.
7. Apply knowledge of consumer behavior patterns to the design of the marketing mix.
8. Develop different positioning strategies for different target markets and behavior patterns.