

# Course Schedule - Spring 2007

## Business Administration

325 **Consumer Behavior** Credit: 3 hours.

Studies the factors affecting customer behavior in household and organizational markets and their relevance for marketing management planning and analysis; provides an overview of explanations of consumption differences anchored in socioeconomic, demographic, cultural, and psychological processes; and surveys buyer decision-making processes and their implications for marketing strategy. Prerequisite: BADM 320

CRN	Type	Section	Time	Days	Location	Instructor
31059	lecture-discussion	A	02:30 PM - 03:50 PM	TR	room 328 Armory	Chaplin, L
31060	lecture-discussion	B	11:30 AM - 12:50 PM	TR	room 328 Armory	Chaplin, L
31063	lecture-discussion	C	10:00 AM - 11:20 AM	TR	room 328 Armory	Chaplin, L