MKTG 475/575 Course Summary

Course Activities:

- Chapter Lectures
- Weekly Chapter Quizzes
- Special Speakers from Sioux Falls Businesses
- Case Studies
- Customer Journey Map
- Research Paper
- "Marketing in the news" group activities
- Final Exam

Course Description

This course is a study of the various factors that influence consumers in their decisions relative to buying, using and disposing of goods, services and ideas. The course examines concepts and theories from the behavioral sciences and analyzes their application in developing marketing strategies.

Course Objectives

1. To understand the importance of consumer behavior in the overall marketing process.
2. To gain an understanding of the behavioral science that describes consumer behavior.
3. To learn how to apply this knowledge (ethically) with respect to market segmentation.
4. To become sensitive to diverse consumer groups.

The textbook we will be utilizing and learning from this semester is entitled CB and published by Cengage.