

Consumer Behavior

Consumer Behavior is an interdisciplinary field of study that draws on economics, communication, psychology, sociology, and marketing. It focuses on the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Prerequisites

Among the courses typically included in a major focused on consumer behavior, several have prerequisites.

- For upper-level Communication courses: COMM 1000, often COMM 1300, and/or others. Check the catalog.
- For upper-level Psychology courses: PSYC 1100 and PSYC 1101 or PSYC 1103.
- For BADM 3750: A C+ or better in each of the following courses: ACCT 2001; ECON 1200 or both 1201 and 1202; ENGL 1010 or 1011 or 2011; MATH 1070Q and 1071Q or MATH 1131Q and 1070Q/1132Q or MATH 1125Q, 1126Q, and 1132Q/1070Q; and STAT 1000Q or 1100Q.
- Microeconomics (ECON 1201) and quantitative methods (statistics and a quantitative research methods course) are highly recommended whether or not these are prerequisites for courses you include in your plan of study

Required Courses

Your individualized major plan of study will consist of at least 36 credits of 2000-level or higher courses, 18 of which must be from the college granting your degree, and must include the following:

Research Methods Course

A research methods course will introduce you to how knowledge is produced and evaluated in a particular discipline. Choose one from an academic department that is integral to your major. Some examples include: COMM 3000Q, PSYC 2100WQ, SOCI 3201, or ECON 2311Q.

Capstone

UNIV 4600W Capstone Course, UNIV 4697W Senior Thesis, or an approved alternative.

Writing Intensive Course

A writing intensive course that is relevant to the major theme. This will normally be designated “W” in the course catalog and is *in addition to* the capstone.

We strongly recommend that you include an **experiential learning** component, such as an *internship*, *research*, or *study abroad*, in your plan of study.

Central to many plans of study focused on consumer behavior are the following courses:

- ARE 3222 Marketing and Consumer Behavior
- BADM 3750 Introduction to Marketing Management
- COMM 3100 Persuasion
- Coursework on media

Frequently Included Courses

Below you will find a list of courses that are frequently included in Consumer Behavior majors. It is **not** a complete list; you may find other relevant courses in the catalog. Please check Student Admin and consult with your faculty advisors to be sure that the courses will be taught in the upcoming semesters. Please see IMJR Guidelines on the inclusion of Business courses in your plan of study.

ARE

2150 Intermediate Applied and Resource Economics
3215 Business Management
3222 Marketing and Consumer Behavior

BADM

3234 Opportunity Generation, Assessment, and Promotion
3370 Global Marketing Strategy
3454 Sales Management and Leadership
3452 Professional Selling
3625 Integrated Marketing Communications in the Digital Age
3661 Marketing and Digital Analytics
3665 Digital Marketing
3750 Introduction to Marketing Management

COMM

2310W Media Literacy and Criticism
3000Q Research Methods in Communication
3100 Persuasion
3103 Motivation and Emotion
3300 Effects of Mass Media
3450 Gender and Communication
3600 New Communication Technologies
4130 Marketing Communication
4320 Media and Diverse Audiences
4340 Visual Communications
4500 Nonverbal Communication
4660/W Computer Mediated Communication
4800 Communication Processes in Advertising

ECON

2201 Intermediate Microeconomic Theory
2311Q Econometrics I

PSYC

2100WQ Principles of Research in Psychology
2501 Cognitive Psychology
2700 Social Psychology
3102 Psychology of Women
3103 Motivation and Emotion

SOCI

3201 Methods of Social Research
3211Q Quantitative Methods of Social Research
3421/W Class, Power, and Inequality
3501/W Ethnicity and Race
3601 Sociology of Gender
3621 Sociology of Sexualities

WGSS

3102 Psychology of Women
3252 Genders and Sexualities
3253W Gender Representations in US Popular Culture
3268 Gender and Communication
3270 Masculinities
3621 Sociology of Sexualities