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.
- For upper-level Psychology courses: PSYC 1100 and PSYC 1101 or PSYC 1103.
- For BADM 3750: a grade of C or better in each of the following courses: ACCT 2001; ECON 1200 or both 1201 and 1202; ENGL 1007 or 1010 or 1011 or 2011; MATH 1070Q and 1071Q or MATH 1132Q; and STAT 1000Q or 1100Q.
- ECON 1201 Principles of Microeconomics and courses on quantitative methods (statistics and a quantitative research methods course) are especially useful.

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 2000Q, 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 2500 Persuasion
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
- 3452 Professional Selling
- 3454 Sales Management and Leadership
- 3625 Integrated Marketing Communications in the Digital Age
- 3661 Marketing and Digital Analytics
- 3665 Digital Marketing
- 3750 Introduction to Marketing Management
- 3753 Entrepreneurial Marketing

**COMM**
- 2000Q Research Methods in Communication
- 2300 Effects of Mass Media
- 2500 Persuasion
- 2600 Media in the Information Age
- 3210 Gender and Communication
- 3241 Motivation and Emotion
- 3310W Media Literacy and Criticism
- 3320 Media and Diverse Audiences
- 3510 Marketing Communication
- 3520 Communication Processes in Advertising
- 3600 New Communication Technologies
- 3610/W Computer Mediated Communication
- 3700 Visual Communications

**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
- 3241 Motivation and Emotion

**SOCI**
- 3201 Methods of Social Research
- 3211Q Quantitative Methods in 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
- 3210 Gender and Communication
- 3252 Genders and Sexualities
- 3253W Gender Representations in US Popular Culture
- 3270 Masculinities
- 3621 Sociology of Sexualities