

# 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.
- ECON 1201 Principles of Microeconomics and courses on quantitative methods (statistics and a quantitative research methods course) are especially useful.
- 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.

## 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
- COMM 2500 Persuasion
- BADM 3750 Introduction to Marketing Management

## 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  
2215 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  
3757 Strategic Brand Management

### **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 Computer Mediated Communication  
3700 Visual Communications

### **ECON**

2201 Intermediate Microeconomic Theory  
2311Q Econometrics I  
3209 Behavioral Economics

### **PSYC**

2100WQ Principles of Research in Psychology  
2501 Cognitive Psychology  
2700 Social Psychology  
3102 Psychology of Women  
3241 Motivation and Emotion

### **SOCI**

2510 Ethnicity and Race  
2680 Sociology of Sexualities  
2830 Class, Power, and Inequality  
3201 Methods of Social Research  
3211Q Quantitative Methods in Social Research  
3601 Sociology of Gender

### **WGSS**

2680 Sociology of Sexualities  
3102 Psychology of Women  
3210 Gender and Communication  
3252 Genders and Sexualities  
3253 Gender Representations in US Popular Culture  
3270 Masculinities