

Consumer Behavior



COURSE OBJECTIVES:

- To introduce students to the concepts & theories that comprise consumer behavior
- To learn how consumers seek value in an effort to address real needs
- To understand the relationship between understanding consumer behavior and how organizations create value for consumers

addition, you have the opportunity to participate in the discussion by responding to answers posted by other class members. Your grade for this part of the course is based on the quantity and quality of your participation in these discussion forums.

TEXTBOOK:



CB, 1st Edition
By Babin/Harris
South-Western, Cengage Learning
ISBN: 13: 978-0-324-59011-1
ISBN: 13: 978-0-324-37974-7

Information Regarding Textbook: Apparently, there are 2 editions of the student's copy of this book. One includes only the textbook; the other one has additional supplements (study tools) that are **not** required to complete this course. Considering that this is the first edition of this textbook, some of the textbook distributors may not be carrying both. Therefore, if you are having problems finding the book under the first ISBN number listed above, try searching for it using the second ISBN number. That's why I included both there.

INSTRUCTOR