

MKT 2120: Buyer Behavior

Development and attainment of organizational goals within the framework of human behavior and its relationship to marketing. Theory from psychology, sociology, and social psychology, with emphasis on application to marketing problems in consumer and industrial environments.

Credits: 3.0

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

Program: [Marketing](#)