Fundamentals Of Consumer Behavior

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Fundamentals of Research in Consumer Behavior. City Univ. of New MG103: Consumer Behaviour: Behavioural Fundamentals of Marketing and Management. Business and Management. Course Content. For many companies that have successfully addressed this fundamental shift in consumer behavior, understanding the new consumer is essential. The course material examines the fundamentals of consumer behavior, including the buyer's journey, decision-making processes, and customer behavior. The course emphasizes the importance of understanding consumer behavior in the context of marketing and management. Students will learn how to develop strategies that cater to the changing needs and preferences of consumers. The course includes case studies, discussions, and assignments that help students apply the concepts they learn to real-world scenarios.