

IMK592 : Consumer Behavior and Analysis

The Consumer Behavior and Analysis Course explores consumer behavior and analyzes methods that motivate consumers to purchase products and/or services. The emphasis of this course is to identify specific digital marketing campaigns and gauge their success and/or failure in inspiring the consumer to purchase the product or service. One approach studied is personalized marketing—a valuable tactic which allows a marketer to track specific consumer interests and make suggestions on future purchases. This course examines how to develop digital marketing plans that incorporate a consumer behavioral analysis.

Credits 3