# 2020-2021 TTC Catalog

## **MKT 250 Consumer Behavior**

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of the buying behavior process and how individuals make decisions to spend their available resources on consumption-related items.

#### **Course Offered**

Fall

### **Grade Type**

Letter Grade

#### **Division**

**Business Technology**