



澳門大學

UNIVERSIDADE DE MACAU

UNIVERSITY OF MACAU

## Course Description Form

<b>University / Country</b>	San Diego State University		
<b>Course Title</b>	Consumer / Buyer Behaviour		
<b>Course Code</b>	MKTG371	<b>Credit/ ECTS</b>	4 Credits
<b>Times of Classes</b>	3.67 hours / week x 16 weeks = 58.72 hours Monday and Wednesday 12:00 – 13:50		
<b>Objective of Course</b>	Psychological, social and cultural aspects of consumers and organizational buyers to understand their needs, wants, preferences, and behaviors. Identify market segments, develop targeted marketing strategies and programs.		
<b>Assessment Tools</b>	<input type="checkbox"/> Assignments	%	<input type="checkbox"/> Group Projects
	<input type="checkbox"/> Mid-term Exams	%	<input type="checkbox"/> Final Exam
	<input type="checkbox"/> Attendance	%	<input checked="" type="checkbox"/> Others (Unknown)
<b>Course Structure</b>	Detailed syllabus is not available on web. Will provide more information after obtaining the official course outline/ syllabus.		
<b>UM Equivalency</b>	<b>MKTG340 Consumer Behavior</b>		
<b>Website</b>	<a href="https://sunspot.sdsu.edu/schedule/#">https://sunspot.sdsu.edu/schedule/#</a>		