

# MKTG 6055 Buyer Behavior

## Executive Summary

CARLSON SCHOOL  
OF MANAGEMENT  
UNIVERSITY OF MINNESOTA

**Course:** MKTG 6055 Buyer Behavior  
**Credits:** 4 credits  
**Prerequisites:** MBA Student

### Description

Application of behavioral sciences to understanding buyer behavior. Perceptions, memory, affect, learning, persuasion, motivation, behavioral decision theory, social/cultural influences, managerial implications. Emphasizes class discussion.