

CMR2 668. BUYER BEHAVIOUR

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

Description

Comprehensive overview of the behaviour of the consumer in the marketplace and the research approaches to analyzing and understanding that behaviour. Exploration of human behaviour and action in the marketing context with a focus on the basic processes of consumer decision-making.

- Not open to students who have taken CMR2 556.

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