PRE318: Consumer Behaviour (2 Units)

Department of Mass Communication

Covenant University
1. PRE318
1.1. PRE318: Consumer Behaviour (2 Units)

The course is designed to introduce the student to the methods of understanding the nature of the consumer and the market-place. It will discuss how to understand the changing trends and psycho-social and demographic profile of consumer tastes, preferences, motivation, and media consumption habits. The course will be approached mainly from PR and Advertising perspective.