

## **MKIB 901**

### **Course Number**

MKIB 901

### **Course Name**

Global Consumer Cultures

### **Course Credits**

3.00-

### **Description**

This course examines the intersection between consumer behavior and globalization, with a focus on understanding the tension and balance between cultural homogenization and cultural heterogenization. Students also investigate the domains of consumer behavior that are impacted such as consumer motivations, goals and attitudes. The course emphasizes understanding consumer behavior in emerging markets.

*Prerequisites: MBA 710 or MBA 660*