

SBSC 220 : Consumer Culture & Behavior

Interdisciplinary study of consumer culture and behavior. Explore facets of consumer culture through individual, organizational/institutional, cultural, and global levels of analyses. Offers tools for understanding consumer culture and behavior from the macro-, meso-, and micro-levels of the social world. Employs critical perspective toward consumer culture, examining issues of ethics and social responsibility in corporate practices and individual consumptive behavior.

Credits 3

Studio Hours 0

Lecture Hours 3

Prerequisites

None.