When one takes a “logical” look at behavior in a consumer culture, it is difficult to make sense of it. Why do consumers repeatedly buy products they don’t want with money they don’t have to impress people they don’t know or don’t like? This course is designed to examine the behaviors and motivations of individuals’ actions within a consumer culture where virtually all purchases are of a discretionary nature. Specific attention will be placed on examining how individuals’ perceptions of their selves drive their actions and how this reality relates to marketing practice.

The subject matter will be explored in an engaging seminar format. In addition to participating in and leading discussions based on a number of readings, each participant will be responsible for tying the material to marketing practice and completing a written project tying the course material into an area of professional or individual interest.

For more information, please contact Dr. David J. Burns at dburns21@kennesaw.edu.