

Consumer Economics

CBUS 208

Course Description:

A study of the opportunities and responsibilities of the consumer in choosing goods and services for use in promoting individual, entrepreneurial, and/or family goals. Emphasis is placed on financial planning throughout the life span.

Course Objectives:

The student will

- describe the modern consumer movement,
- discuss the details of consumer behavior,
- illustrate the forces that impact consumer choice and the quality of life and well-being which consumers pursue in their decision-making process,
- explain the government agencies that affect advertising, insurance, and credit industries,
- compare and contrast the pros and cons of advertising in relation to consumers,
- recognize how to minimize the potential for consumer-related frauds,
- explain credit, the common pitfalls, and the rights of the consumer in terms of credit,
- describe globalization, the global perspective, and global ethics, and
- collect relevant information in response to a project on relocation after graduation.

Areas of Blooms Taxonomy covered

- Knowledge
- Comprehension
- Application
- Analysis
- Synthesis