

Prof. Warren  
Consumer Behavior

202 412 8810

Only this email: [warrenms@cua.edu](mailto:warrenms@cua.edu)

1. Class Website
2. Syllabus
3. Syllabus Calendar
4. Spending Journal and Honor Statement  
(Electronics)
5. Data Card

What is the field of consumer behavior?

The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

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How true is...

**If you build it, they will come.**