

COURSE CODE: MKG506M

COURSE TITLE: Sociology and Consumer Behavior

DEPARTMENT: Marketing and Advertising **Management**

REFERENCES:

- Principles of Marketing, Philip Kotler.
- Department of Sociology, Case Western Reserve
- University, College of Arts and Letters.
- Psychology and Consumer Behavior syllabus, Dr. Reynaldo Bautista, MAD-DLSU.
- Peter, J. P. and Olson, J. C., (2010) Consumer Behavior and Marketing Strategy: 9th Edition, IrwinMcGraw-Hill .
- Shiffman, L. G., and Kanuk, L. L. (2007). Consumer behavior (9th ed.). New Jersey: Pearson PrenticeHall.