

ECON 3456

Behavioral Economics and Policy

In this class, we explore questions such as:

- Why people make choices that don't always seem "rational."
- The mental shortcuts and biases that shape our decisions.
- How governments, apps, and companies use nudges to influence consumer behavior and policy.
- How businesses design ads, prices, and products using real human psychology.
- How misinformation, technology, and AI change the way we think and make choices.



Who should take this course:

- **Course satisfies WES Level III: Connections (Local and National Perspectives)**
- **Students interested in understanding the full scope of how individuals and firms make decisions.**
- **Those interested economics, psychology, business, political science.**
- **This class is part of the NEW Behavioral Economics Minor!**



WESTERN MICHIGAN UNIVERSITY
College of Arts and Sciences
Department of Economics