



INSTRUCTIONAL PLAN (MODIFICATION PROPOSED – SUBJECT TO STUDENTS PARTICIPATION AND INTERACTION)

Faculty : Jyoti Bhadauria

ALLOCATED LECTURES ARE BASED ON STUDENT INTERACTION AND PARTICIPATION. SESSIONS REQUIRED MAY VARY, DEPENDING ON CLASS ATTENDANCE AND STUDENT INVOLVEMENT.

LAST SESSION TOOK 47 LECTURE TO COMPLETE THE SYLLABUS.

Third Semester: _August,2018

Course No. _RMB MK-02 ___ Course Title: __CONSUMER BEHAVIOUR

Textbook: (Book Bank – Given to Student)

1.CONSUMER BEHAVIOUR, SCHIFFMAN, L.G AND KANUK ,L.L PEARSON

Other specific books:(Reference)

1. CONSUMER BEHAVIOUR, HAWKINS ET AL , MCGRAW HILL
2. CONSUMER BEHAVIOUR BLACKWELL ET AL THOMSON

Lecture No. Each Lecture of min. 45 minutes duration	Topic	Chapters/ Sections of Textbook/ other reference ¹	Assignment/ Task to be assigned to students		Pedagogical aid Demonstration/ case study/ images/ animations etc.
			DOA	DOS	
Unit 1 1-2	Introduction to consumer behaviour,application of consumer behaviour knowledge in marketing.				Text book
3	Contributing areas like psychology, economics				Text book
4	Consumer behaviour in the contemporary environment.				Text book
5	Changing face of consumer behaviour under globalization.				Text book
6	Consumer behaviour in electronics market.				Text book
7	Opportunities , issues and challenges.		A1		Text book
Unit 2 8	Personality in consumer behaviour				PPT

9	Aspect of personality and impact on consumer behaviour				PPT
10	Personality theories: consumer personality and brand personality				PPT
11-12	Consumer needs and motivation				PPT
13-14	Maslow's needs and consumer behaviour.				PPT
15-16	Consumer perception process and involvement				PPT
17-18	Sensation and sensory thresholds.				PPT
19	Selective perception, common perception				PPT
20-21	Positioning and perceptual mapping.		A3		Case Study
22-23	Consumer attitude formation				PPT
24-25	Tri components attitude models.				PPT
26-27	Hierarchies of attitude components.				PPT
28	Consumer learning				PPT
29	Applications of behavioural learning.				PPT
30 Unit - 3	Consumer socialization process		A4		Case Study
Unit-4 31	Types of reference groups their nature power and influence.				Self notes (Internet)
32	Effect of reference groups on product and brand purchase.				Self notes (Internet)
33-34	Identifying opinion leaders..		A5		Self notes (Internet)
Unit 5 35	Family decision making roles .				Self notes (Internet)
36-37	Cultural influence on consumer behaviour.				Self notes (Internet)
38-39	Types of subcultures and cultural lessons in international marketing.				Self notes (Internet)
40-41	Consumer decision making and				Self notes

Unit - 4	involvement.				(Internet)
42-43	Information search pattern and marketing strategy. types of choices				PPT
44	Howard sheth model and engel Blackwell miniard model.,				PPT
Unit V 45	Post purchase behaviour of consumer, post purchase dissonance.		A6		Case Study
46	Organizational consumer buying concept				
47	Influences on organizational buying behaviour.				

Component	Frequency	Marks out of 50
Attendance	Continuous	10
Assignments	Twice	10
Term paper	Twice	30

P.S.:

No class notes or handouts will be given, as all the classes will be based on analytical interaction. Students are expected to come prepared in class with their own understanding and notes written by themselves based on suggested chapter readings.