



NAME OF THE STAFF : Pradeep
 SUBJECT CODE/TITLE : 18MBAMM301/ Consumer Behaviour
 SEMESTER/YEAR : III / 2nd
 ACADEMIC YEAR : 2019-2020

Sl. No.	Topic to be covered	Mode of Delivery	Teaching Aid	No. of Periods	Cumulative No. of Periods	Proposed Date
MODULE 1						
1	Unit-1: Introduction to CB: Meaning & Definition of CB, Difference between consumer & Customer	L+D	WB+LCD	1	1	14/8/2019
2	Nature & characteristics of Indian Consumers	L+ D	WB+LCD	1	2	14/8/2019
3	Consumer Movement in India, Rights & Responsibilities of consumers in India	L+ D	WB+LCD	1	3	17/8/2019
4	Benefits of consumerism.	L+D	WB+LCD	1	4	19/8/2019
5	Meaning & Definition of CB, Difference between consumer & Customer	L+ D	WB+LCD	1	5	19/8/2019
MODULE 2						
6	Unit-2: Models of consumer behavior Consumer Research: Consumer Research Paradigms (Qualitative & Quantitative Research Methods) Developing research objectives	L+D	WB+LCD	1	6	21/8/2019
7	Collecting secondary data, designing primary research, data analysis and reporting research findings.	L+D	WB+LCD	1	7	21/8/2019
8	Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Models of Consumer Behaviour	L+D	WB+LCD	1	8	26/8/2019
9	Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences: Social Class, Culture, REFERENCE Groups, Family members.	L+ D	WB+LCD	1	9	26/8/2019
10	Consumer Buying Decision Process. Levels of consumer buying decision.	L+D	WB+LCD	1	10	27/8/2019
11	On-line Decision Making:	L+D	WB+LCD	1	11	28/8/2019
12	Four views of consumer decision making.	L+D	WB+LCD	1	12	31/8/2019
13	Meaning & Process/Stages of online decision making.	L+D	WB+LCD	1	13	3/9/2019
14	Situational Influences- Nature of Situational Influence, Situational Characteristics and	L+ D	WB+LCD		14	4/9/2019

Course In charge

Head - Dept

Principal



	consumption behavior.					
MODULE 3						
15	Unit-3: Individual Influences on Consumer Behaviour and CRM. Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, Selection of goals	L+ D	WB+LCD	1	15	9/9/2019
16	Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives).	L+ D	WB+LCD	1	16	9/9/2019
17	Personality: Basics of Personality, Theories of Personality and Marketing Strategy(Freudian Theory, Neo-Freudian Theory, Trait Theory),	L+D	WB+LCD	1	17	11/9/2019
18	Applications of Personality concepts in Marketing, Personality and understanding consumer diversity(Consumer Innovativeness and related personality traits, Cognitive personality factors, Consumer Materialism, Consumer Ethnocentrism), Brand Personality (Brand Personification, Gender, Geography, Colour)	L+ D	WB+LCD	1	18	14/9/2019
19	Self and Self-Image (One or Multiple selves, The extended self, Altering the self).	L+D	WB+LCD	1	19	16/9/2019
20	Perception: Basics of Perception & Marketing implications, Elements of Perception(Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception)	L+D	WB+LCD	1	20	16/9/2019
21	Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization ,perceived price, perceived quality, price/quality relationship, Perceived Risk, Types of risk, How consumers' handle risk.	L+ D	WB+LCD	1	21	17/9/2019
22	Customer Relationship Management Meaning & Significance of CRM	L+D	WB+LCD	1	22	18/9/2019
23	Types of CRM (Operational, Collaborative, Analytical), Strategies for building relationship marketing	L+D	WB+LCD	1	23	23/9/2019



24	e-CRM, Meaning, Importance of e-CRM, Difference Between CRM & e-CRM	L+D	WB+LCD	1	24	23/9/2019
MODULE 4						
25	Unit-4:Learning: Elements of Consumer Learning, Motivation, Cues, Response, Reinforcement, Marketing Applications of Behavioural	L+D	WB+LCD	1	25	24/9/2019
26	Learning Theories, Classical Conditioning (Pavlovian Model, Neo-Pavlovian Model),	L+ D	WB+LCD	1	26	25/9/2019
27	Instrumental-Conditioning, Elaboration Likelihood Model.	L+D	WB+LCD	1	27	30/9/2019
28	Attitude: Basics of attitude, the nature of attitude	L+D	WB+LCD	1	28	30/9/2019
29	Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models	L+ D	WB+LCD	1	29	1/10/2019
30	Persuasive Communication: Communications strategy	L+ D	WB+LCD	1	30	5/10/2019
31	Target Audience, Media Strategy	L+D	WB+LCD	1	31	9/10/2019
32	Message strategies, Message structure and presentation.	L+ D	WB+LCD	1	32	12/10/2019
MODULE 5						
33	Unit 5: External Influences on Consumer Behaviour Social Class: Social Class Basics, What is Social Class? (Social class & Social status, the dynamics of status consumption, Features of Social Class	L+D	WB+LCD	1	33	14/10/2019
34	Five Social-Class Categories in India	L+ D	WB+LCD	1	34	14/10/2019
35	Culture and Subculture - Major Focus on Indian Perspective Culture: Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour	L+ D	WB+LCD	1	35	15/10/2019
36	Subculture: Meaning, Subculture division and consumption pattern in India, Types of subcultures (Nationality subcultures, Religious subcultures, Geographic and regional subcultures, racial subcultures, age subcultures, sex as a subculture)	L+ D	WB+LCD	1	36	16/10/2019
37	Cross-cultural consumer analysis: Similarities and differences among people, the growing global middle class; Acculturation is	L+D	WB+LCD	1	37	21/10/2019



	a needed marketing viewpoint, applying research techniques					
38	Cross-cultural marketing strategy	L+ D	WB+LCD	1	38	22/10/2019
39	Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems.	L+D	WB+LCD	1	39	23/10/2019
40	Groups: Meaning and Nature of Groups, Types Family: The changing structure of family	L+D	WB+LCD	1	40	26/10/2019
41	Family decision making and consumption related roles, Key family consumption roles, Dynamics of husband-wife decision making,	L+ D	WB+LCD	1	41	28/10/2019
42	The expanding role of children in family decision making,	L+D	WB+LCD	1	42	28/10/2019
43	The family life cycle & marketing strategy, Traditional family life cycle & marketing implications,	L+D	WB+LCD	1	43	30/10/2019
44	Reference Groups: Understanding the power & benefits of reference groups, A broadened perspective on reference groups	L+D	WB+LCD	1	44	4/11/2019
MODULE-6						
45	Opinion Leadership: Dynamics of opinion leadership process	L+D	WB+LCD	1	45	4/11/2019
46	Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of OpinionLeaders	L+ D	WB+LCD	1	46	5/11/2019
47	Diffusion of Innovations: Diffusion Process (Innovation, Communication channels, Social System, Time)	L+D	WB+LCD	1	47	6/11/2019
48	Adoption Process: Stages, categories of adopters	L+D	WB+LCD	1	48	9/11/2019
49	Post Purchase Processes: Post Purchase Processes	L+D	WB+LCD	1	49	11/11/2019
50	Customer Satisfaction, and customer commitment	L+D	WB+LCD	1	50	11/11/2019
51	Post purchase dissonance, Product use and non use	L+ D	WB+LCD	1	51	12/11/2019
52	Disposition, Product disposition.	L+D	WB+LCD	1	52	13/11/2019