



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name: PGDM

Trimester: V

Name of the Course: Psychology & Consumer Behavior

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

Mobile No: 9820226845

Email: kshitijapandey@gmail.com

Weblink:

Learning Objectives:

- To develop a deeper understanding of and appreciation for consumers
- Develop a keen sense of consumer observation and deep analysis of their buying behavior
- To acquire an understanding of the psychological processes that underlie consumer behaviour and insights into what drives consumer behaviour to be able to create the effective marketing strategies

Reference Books:

1. Consumer Behavior – Leon G. Schiffman , Leslie Lazar kanuk, S. Ramesh Kumar
2. Consumer Behavior in Indian Perspective – Suja R. Nair
3. Consumer Behavior & Branding – S. Ramesh Kumar
4. We are like that only – Rama Bijapurkar



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Plan:

Ses sion No	Topics to be covered	Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to Psychology and Consumer behavior	<ul style="list-style-type: none">• Short exercise / Game with Students• Cut out of Brand Equity New Paper	<ul style="list-style-type: none">• Understanding consumers<ul style="list-style-type: none">○ Who is my consumer○ What is his profile?○ How does he buy?○ What does he buy?○ How can I influence him?○ How does he think about various product & services?• Who is Indian Consumers• Characteristics, Psychology &	Discussion



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			<p>behavior of Indian consumers</p> <ul style="list-style-type: none"> • Difference between buying /shopping 	
2	Consumer behavior – definition, concept , new challenges , consumer decision making process , Models of consumer behaviour	<ul style="list-style-type: none"> • Case study • Short Exercise / role Play 	<ul style="list-style-type: none"> • Understanding consumer behavior • Revisiting marketing concepts to understand customer centricity and value • Understanding key models of consumer behaviour 	Discussion & Group Presentations
3	Market Segmentation in relation to consumer behavior	Consumer Behavior in Indian Perspective – Suja R. Nair	<ul style="list-style-type: none"> • Understanding importance of segmentation as a concept • Learning application and usage of segmentation in marketing 	Discussion
4	Consumer Psychology – Motivation, Personality	Consumer Behavior in Indian Perspective – Suja R. Nair	<ul style="list-style-type: none"> • Learning concepts like movies, motivating & Motivation 	Discussion



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			<ul style="list-style-type: none"> • Needs & Goals • Personality & Lifestyle concepts • Theories of Motivation & Personality • Application of above concepts in marketing 	
5	Consumer Psychology – Perception & consumer Learning & attitude formation	Consumer Behavior in Indian Perspective – Suja R. Nair	<ul style="list-style-type: none"> • How consumers Learn • Elements of Learning process • Attitude formation and models of attitudes 	Discussion
6	Consumer Psychology – Attitudes, Attitude formation & how it affects consumers	Consumer Behavior in Indian Perspective – Suja R. Nair	<ul style="list-style-type: none"> • What are attitudes? • How are they formed? • How we can change attitudes towards product categories? 	Discussion
7	Consumer Psychology – Family & social Class & Influence of Culture	Consumer Behavior in Indian Perspective – Suja R. Nair	<ul style="list-style-type: none"> • Learning influence of Family, social Class and culture on 	Discussion



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	on consumer Behavior		consumers	
			<ul style="list-style-type: none"> • Application of them for marketing 	
8	Consumer & diffusion of Innovation	Consumer Behavior in Indian Perspective – Suja R. Nair	<ul style="list-style-type: none"> • Meaning of Innovation • Learning Diffusion process • Application of the concept 	Discussion
9	Group Project			
10	Group project			
11				
12				
13				
14				
15				

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	yes		
2	Industry Visit			



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3	Academic Projects	yes		
4	Book Review			
5	Group Discussion	yes		
6	Business Quiz / Business News sharing	yes		
7	Videos / Simulation	yes		
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	yes	10
Presentation	yes	10
Case Study	yes	10
Participation	yes	10
Others		

Signature of Faculty

Signature of the Co-ordinator