



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

---

Programme Name: MMS

Name of the Course : Consumer Behavior

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Prof. Kshitija Pandey

Mobile No:

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 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



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

**Plan:**

<b>Session No</b>	<b>Topics to be covered</b>	<b>Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used</b>	<b>Learning outcomes</b>	<b>Evaluation of Students understanding by MCQs, Quiz, Short Test</b>
1	Introduction to Psychology and Consumer behavior	<ul style="list-style-type: none"><li>• Short exercise / Game with Students</li><li>• Cut out of Brand Equity New Paper</li></ul>	<ul style="list-style-type: none"><li>• Understanding what consumer is</li><li>• Who is Indian Consumer</li><li>• Psychology &amp; behavior of Indian consumer</li><li>• Difference between buying /shopping</li></ul>	
2	Consumer behavior – definition, concept , new challenges , Customer centricity model	<ul style="list-style-type: none"><li>• Case study</li><li>• Short Exercise / role Play</li></ul>	<ul style="list-style-type: none"><li>• Understanding consumer behavior</li><li>• Revisiting marketing concepts to understand customer centricity, STP and value</li></ul>	
3	Market Segmentation in relation to consumer behavior		<ul style="list-style-type: none"><li>• Understanding importance of segmentation as a concept</li><li>• Learning application and usage of segmentation in marketing</li></ul>	



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

4	Consumer Psychology – Motivation, Personality		<ul style="list-style-type: none"> <li>• Learning concepts like movies, motivating &amp; Motivation</li> <li>• Needs &amp; Goals</li> <li>• Personality &amp; Lifestyle concepts</li> <li>• Theories of Motivation &amp; Personality</li> <li>• Application of above concepts in marketing</li> </ul>	
5	Consumer Psychology – Perception & consumer Learning & attitude formation		<ul style="list-style-type: none"> <li>• How consumers Learn</li> <li>• Elements of Learning process</li> <li>• Attitude formation and models of attitudes</li> </ul>	
6	Consumer Psychology – Family & social Class & Influence of Culture on consumer Behavior		<ul style="list-style-type: none"> <li>• Learning influence of Family, social Class and culture on consumers</li> <li>• Application of them for marketing</li> </ul>	
7	Consumer Psychology – Family & social Class & Influence of Culture on consumer Behavior		<ul style="list-style-type: none"> <li>• Learning influence of Family, social Class and culture on consumers</li> <li>• Application of them for marketing</li> </ul>	
8	Consumer decision Making Process		<ul style="list-style-type: none"> <li>• Importance of CDM</li> <li>• Application of CDM</li> </ul>	
9				
10	Consumer & diffusion of Innovation		<ul style="list-style-type: none"> <li>• Meaning of Innovation</li> <li>• Learning Diffusion process</li> <li>• Application of the concept</li> </ul>	
11	Consumer & diffusion of Innovation		<ul style="list-style-type: none"> <li>• Meaning of Innovation</li> </ul>	



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

			<ul style="list-style-type: none"><li>• Learning Diffusion process</li><li>• Application of the concept</li></ul>	
12	Group Project			
13	Group project			
14				
15				

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

<b>Sr. No.</b>	<b>Activity Name</b>	<b>Topic Covered</b>	<b>Learning outcomes</b>	<b>Source</b>
1	Role Play	<b>yes</b>		
2	Industry Visit			
3	Academic Projects	<b>yes</b>		
4	Book Review			
5	Group Discussion	<b>yes</b>		
6	Business Quiz / Business News sharing	<b>yes</b>		
7	Videos / Simulation	<b>yes</b>		
8	Use of Softwares and Labs			
9	Any other activity			



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

--	--	--	--	--



**Dr. V. N. Bedekar Institute of Management, Thane**  
**Teaching Plan (MMS/PGDM)**  
**Academic Year (2017-2018)**

**Evaluation:**

**I) Internal:**

<b>Component</b>	<b>Details</b>	<b>Marks</b>
Class Test	yes	10
Presentation	yes	10
Case Study	yes	10
Participation	yes	10
Others		

**Signature of Faculty**

**Signature of the Co-ordinator**