



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

Programme Name: PGDM

Term: V

Name of the subject: Consumer Insights & Brand Management

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

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Weblink:

Learning Objectives:

- To develop a deeper understanding of and appreciation for consumer insights & Develop a keen sense of consumer observation and eep analysis of their behavior
 - To acquire an understanding of the Brands and relating them to the consumers
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Reference Books:

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



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Plan:

Session 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 Brands & Brand Management History of branding and future challenges To study & Differentiate between Products, Services & Brands along with various examples	Brand Equity newspaper article used for reference	Understanding importance & relevance of studying brands Clearly differentiate between products and brands	
2	To study rational for branding and various branding strategies To study the relevance of Brand Positioning and various positioning strategies		Understanding the reasons for branding and various branding strategies	



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3	To study various branding elements to analyse branding process		Understanding brand elements in details and their applications	
4	To study brand Identity & Brand Identity Prism		Understand the brand identity with various practical examples in Indian industry	
5	To study sources of brand equity and its implications To study Customer based brand equity, the brand value chain, the brand resonance model (CBBE pyramid), brand awareness and –knowledge To study various other Brand Equity Models		Understand Brand equity concepts and their applications	
6	Managing Brands over time and understanding how to reinforce , revitalise & sustain brands			To understand concepts of reinforcing and revitalising Brand strategies
7	Introduction to Consumer & Consumer behavior & understanding Consumer insights Consumer decision Making Process	<ul style="list-style-type: none"> • Short exercise / Game with Students 	<ul style="list-style-type: none"> • Understanding what consumer is • Who is Indian Consumer • Psychology & behavior of Indian consumer 	



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			<ul style="list-style-type: none">• Difference between buying /shopping• Importance of CDM• Application of CDM	
8	Consumer Psychology – Motivation, Personality		<ul style="list-style-type: none">• Learning concepts like movies, motivating & Motivation• Needs & Goals• Personality & Lifestyle concepts• Theories of Motivation & Personality• Application of above concepts in marketing	
9	Consumer Psychology – Perception & consumer Learning & attitude formation		<ul style="list-style-type: none">• How consumers Learn• Elements of Learning process• Attitude formation and models of attitudes	



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10	Consumer Psychology – Family & social Class & Influence of Culture on consumer Behavior		<ul style="list-style-type: none">• Learning influence of Family, social Class and culture on consumers• Application of them for marketing	
11	Projects & Presentation		<ul style="list-style-type: none">•	
12			<ul style="list-style-type: none">•	

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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			
2	Industry Visit	Visit to local market & mall	Consumer_behavior & observation	
3	Academic Projects	Consumer behavior & Branding	Applying concepts & real examples	
4	Book Review			
5	Group Discussion	Many topics		
6	Business Quiz / Business News sharing	Branding elements	Understanding current relevance of the topics	
7	Videos / Simulation			



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8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Yes	
Presentation	yes	
Case Study	yes	
Participation	yes	
Others	Role play , games , bazaar visit	

Signature of Faculty

Signature of the Co-ordinator