



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: PGDM

Term: IV

Name of the Course: Psychology & Consumer Behavior

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof. Kshitija Pandey

Mobile No:

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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
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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. Consumer 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 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 what consumer is• Who is Indian Consumer• Psychology & behavior of Indian consumer• Difference between buying /shopping	
2	Consumer behavior – definition, concept , new challenges , Customer centricity model	<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, STP and value	
3	Market Segmentation in relation to consumer behavior		<ul style="list-style-type: none">• Understanding importance of segmentation as a concept• Learning application and usage of	



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			segmentation in marketing	
4	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	
5	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	
6	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	
7	Consumer decision Making Process		<ul style="list-style-type: none">• Importance of CDM• Application of CDM	
8	Consumer & diffusion of Innovation		<ul style="list-style-type: none">• Meaning of Innovation• Learning Diffusion process• Application of the concept	



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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 Coverd	Learning outcomes	Source
1	Role Play	yes		
2	Industry Visit			
3	Academic Projects	yes		
4	Book Review			
5	Group Discussion	yes		



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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