



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration, 3rd Semester
Functional Area Specialization: Marketing Management
Subject Name: Consumer Behaviour (CB)
Subject Code: 4539211

With effective
 from academic
 year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Critically</i> appreciate the complexities of consumer behaviour and its relevance to marketing practice. • <i>Compile</i> information about aspects of consumer behaviour to <i>formulate</i> specific marketing strategies and programs.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Assess</i> how internal dynamics such as personality, perception, learning, motivation and attitude relate to the choices consumers make. • <i>Examine</i> the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Explain</i> the importance of Culture, Subculture, Social Class, Reference Groups and Family Influences in Consumer Behaviour.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Articulate</i> key ethical and social responsibility concerns pertaining to a specific marketing strategy developed from the consideration of consumer behaviour
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Explain</i> marketing communication in relation to consumer behaviour for a specific brand.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Conduct</i> research to evaluate the behaviour of consumers and apply findings to marketing practice.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539211	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Critically</i> appreciate the complexities of consumer behaviour and its relevance to marketing practice.	3	2	2	-	1	1	1	1	3
LO2: <i>Compile</i> information about aspects of consumer behaviour to <i>formulate</i> specific marketing strategies and programs.	3	3	2	1	-	1	-	1	3
LO3: <i>Assess</i> how internal dynamics such as personality, perception, learning, motivation and attitude relate to the choices consumers make.	2	-	3	2	-	1	1	1	2
LO4: <i>Examine</i> the use of the Internet, e-commerce, and information technology with respect to the changing consumer marketplace.	1	2	1	2	3	1	-	2	1
LO5: <i>Explain</i> the importance	1	1	2	2	3	-	3	-	2



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of Culture, Subculture, Social Class, Reference Groups and Family Influences in Consumer Behaviour.									
LO6: <i>Articulate</i> key ethical and social responsibility concerns pertaining to a specific marketing strategy developed from the consideration of consumer behaviour.	1	-	1	1	-	1	3	1	2
LO7: <i>Explain</i> marketing communication in relation to consumer behaviour for a specific brand.	1	1	1	3	1	-	2	1	1
LO8: <i>Conduct</i> research to evaluate the behaviour of consumers and apply findings to marketing practice.	2	-	2	3	-	3	-	1	1

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Understanding the Consumer: <ul style="list-style-type: none"> • Consumer Behaviour and the Marketing Concept • Levels of consumer decision making • Customer Value, Satisfaction, Trust and Retention • The Impact of New Technology on Marketing 	10	17
II	Consumer as an Individual - I: <ul style="list-style-type: none"> • Consumer Motivation • Consumer Perception • Personality and Self-image, Lifestyle 	10	18
III	Consumer as an Individual - II: <ul style="list-style-type: none"> • Consumer Learning • Consumer Attitude Formation • Attitude Change 	10	18
IV	Socio-Cultural settings and Consumer Behaviour: <ul style="list-style-type: none"> • Reference groups • The Family and Social Class • Influence of Culture on Consumer Behaviour • Cross-cultural Consumer Behaviour. 	10	17



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	Consumer Decision Making: <ul style="list-style-type: none"> • Diffusion of Innovation • Consumer Decision Making • CBB models- Howard Sheth Model • Consumerism • Brief overview of Neuromarketing 		
V	Practical: <ul style="list-style-type: none"> • Students should carry out a primary, qualitative / quantitative research on any dimension related to consumer behavior. • Students can identify how marketers are addressing the various components and stages of the decision making process. 	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	<ul style="list-style-type: none"> • Continuous Evaluation Component • Class Presence & Participation • Quiz 	30 marks 10 marks 10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Leslie Lazar Kanuk, S. Ramesh Kumar, Leon Schiffman	Consumer Behaviour	Pearson	2014 / 11 th
2	Leon G. Schiffman, Joe Wisenblit, S. Ramesh Kumar	Consumer Behaviour	Pearson	2018 / 12 th
3	S. Ramesh Kumar	Consumer Behaviour: The Indian Context (Concepts and Cases)	Pearson	2017 / 2 nd
4	S. Ramesh Kumar	Case Studies in Consumer Behaviour	Pearson	2014 / 1 st
5	Michael R. Solomon	Consumer Behaviour: Buying, Having and Being	Pearson	2016 / 12 th
6	David Loudon, A. J. Della Bitta	Consumer Behaviour: Concepts and Applications	McGraw Hill	Latest Edition



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7	MajumudarRamanuj	Consumer Behavior: Insights from Indian Market	PHI	Latest Edition
8	Martin M. Evans, Gordon Foxall, Ahmad Jamal	Consumer Behaviour	Wiley	2009 / 2 nd
9	Roger D. Blackwell, Paul W. Miniard, James F. Engel	Consumer Behaviour	Cengage	2017 / 10 th

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Brand Equity
2. www.afaqs.com
3. Journal of Consumer Behaviour
4. Indian Journal of Marketing
5. www.consumerpsychologist.com
6. www.marketingweek.com
7. nptel.ac.in/downloads/110105029/
http://www.brunel.ac.uk/~bustbdm/1_lecture_notes/marketing/LEC-07%20Consumr%20Behaviour.doc