

<b>Name of Faculty</b>	Vikas Nain		
<b>Discipline</b>	Management (MBA)		
<b>Semester</b>	Third Semester (III)		
<b>Subject</b>	Consumer Behaviour (MM-304)		
<b>Lectures Required</b>	<b>Topic (Including Assignment/Test)</b>	<b>Practical</b>	<b>Assignment/Test)</b>
3	Consumer Behavior: Introduction to Consumer Behavior	N/A	N/A
	Marketing Strategy in Consumer Behavior: Meaning & Types of strategies used		
6	<b>Consumer Behaviour Breakfast (First Activity)</b>		
4	Consumer Decision Making: Involvement in decision Making Process of decision making	N/A	Assignment-I on Consumer Decision Making Process
	Information Search Process: Evoked set Methods to search information		
	Evaluation Stage: Evaluative Criteria		
3	<b>Consumer Journey Mapping (Second Activity)</b>		
7	Consumer Motivation: Meaning and Nature Motivation Theories	N/A	N/A
	Perception: Information Processing Consumer Perception:		
	Attitude: Consumer attitudes Attitude Change		
	Personality: Influence of Personality Self concept on Buying behavior		
	Psycho-graphics and life style: Factors affecting Elements		
2	<b>Developing A Segment Profile (Third Activity)</b>		
3	Culture Influence of Culture Subculture	N/A	N/A
	Social class		
	Reference Group influence: Meaning & Characteristics Types of reference groups		
1	<b>Case Study: Kellogg's Indian Experience: A Failed Launch</b>		
1	Innovation Diffusion of Innovation and opinion	N/A	N/A
	Leadership		

2	Family: Impact of family on consumer Family Decision Making	N/A	N/A
2	<b>Evaluating a BillBoard (Fourth Activity)</b>		
2	Industrial Buying Behavior: Industrial Buying Difference between Industrial & Consumer Buying	N/A	Assignment-II on Consumer & Industrial Buying Behavior
2	<b>Customer/Consumer Avtar (Fifth Activity)</b>		
2	Models of Consumer Behavior: Various types of models	N/A	N/A
2	Audit: Meaning of consumer Audit Consumer behavior Audit	N/A	N/A