

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**PANIPAT**  
**Department of Management Studies**

**Semester: 3rd**

**Subject In-Charge: Mr. Vikas Nain**

**Course Title: Consumer Behavior**

**Course No. MM 304**

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
1	L-1	Introduction to Consumer Behavior	CO 1
2	L-2	Marketing Strategy in Consumer Behavior:	CO 1
3	L-3	Meaning & Types of strategies used	CO 1
4	L-4	Consumer Behavior Breakfast (First Activity)	CO 1
5	L-5	Consumer Decision Making: Involvement in decision Making	CO 1
6	L-6	Consumer Motivation: Meaning and Nature	CO 2
7	L-7	Motivation Theories	CO 2
8	L-8	Perception: Consumer Perception:	CO 2
9	L-9	Attitude: Consumer attitudes, Attitude Change	CO 2
10	L-10	Case Study: The Coke Pepsi Rivalry	CO 2
11	L-11	Personality: Influence of Personality	CO 3
12	L-12	Self-concept on Buying behavior	CO 3
13	L-13	Psycho-graphics and life style	CO 3
14	L-14	Culture: Influence of Culture	CO 4
15	L-15	Subculture	CO 4
16	L-16	Social class	CO 4
17	L-17	Reference Group influence: Types of reference groups	CO 4
18	L-18	Case Study: Kellogg's Indian Experience: A Failed Launch	
19	L-19	Innovation: Diffusion of Innovation and opinion	CO 5

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
20	L-20	Leadership	CO 4
21	L-21	Family: Impact of family on consumer	CO 4
22	L-22	Group Presentations	
23	L-23	Group Presentations Cont..	
24	L-24	Family Decision Making	CO 4
25	L-25	Industrial Buying Behavior	CO 2
26	L-26	Difference between Industrial & Consumer Buying	CO 2
27	L-27	Models of Consumer Behavior	CO 2
28	L-28	Audit: Meaning of consumer Audit	CO 5
29	L-29	Consumer behavior Audit	CO 5
30	L-30	Last year Question Paper	