

MBA634
Consumer Behaviour
Course Syllabus

Objective of the course: The objective of this course is to provide students with an understanding of consumer behavior.

Course Description: Students will be better able to understand how theories, consumer and organization decision-making, and buyer behavior trends inform how marketing practitioners make decisions. This will largely be placed in the context of (i) a micro-level analysis, which relates to more immediate or individual aspects of consumer and organizational buying behavior; and (ii) an understanding of the macro-level, relating to how the broader environment and cultural issues influence consumption (e.g. economic conditions, cultural trends and family size).

Semester: 2017 Autumn
Timings: Tuesday: 12 - 1:30 pm
Wednesday: 2 - 3:30 pm
Classroom: New IME Building – Room C2

Instructor: Dr. Devlina Chatterjee, Room 211, IME Building
Ph: 259 6960 (Office)
Email: devlina@iitk.ac.in (*Please always write **MBA634-2017** in the subject line*)

Text Book:

Consumer Behaviour, 11 Ed, Schiffman, Wisenbilit and Kumar, Publisher: Pearson India Publication Date: 2015

Alternate Books:

- Consumer Behavior by Frank Kardes, Maria Cronley, Thomas Cline Publisher: Cengage Learning
- Consumer Behaviour : Buying, Having and Being by Michael R Solomon and Charles T. Horngren, Published: 2002

Evaluation scheme:

Attendance	- 5%
Quizzes + Class Discussions	- 15%
Case studies – group assignments	- 20%
Term Project	- 20%
Final exam	- 40%

Academic Integrity: If you are caught cheating or copying on any assignment, quiz or exam, you will get zero total marks on it. An additional penalty may be given based on the severity of the offence.

Topics to be covered:

1. Technology-Driven Consumer Behavior (Schiffman, Ch1)
2. Segmentation, Targeting and Positioning (Schiffman, Ch2)

Communicating Strategies

1. Persuading Consumers (Schiffman, Ch7)
2. From Print and Broadcast Advertising to Social and Mobile Media(Schiffman, Ch8)

The Consumer as an Individual

3. Consumer Motivation and Personality (Schiffman, Ch3)
4. Consumer Perception (Schiffman, Ch4)
5. Consumer Learning (Schiffman, Ch5)
6. Consumer Attitude Formation and Change (Schiffman, Ch6)

The Consumer as a Social Entity

3. The Family and Its Social Class Standing (Schiffman, Ch10)
4. Culture's Influence on Consumer Behavior (Schiffman, Ch11)
5. Consumer Decision-Making and Diffusion of Innovations (Schiffman, Ch14)
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