



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTOR

Course Title	CONSUMER BEHAVIOR				
Course Code	CMB401				
Programme	MBA				
Semester	III				
Course Type	CORE				
Regulation	IARE-R16				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	3	-	3	-	-
Chief Coordinator	Mr. P.Nagesh,Assistant Professor				
Course Faculty	Mr. P.Nagesh,Assistant Professor				

I. COURSE OVERVIEW:

This course introduces the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process and its main influencing factors. Students develop an appreciation for the influence consumer behavior has on marketing activities. Students apply psychological, social and cultural concepts to marketing decision making. The importance of consumer behavior and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
PG	CMB4010	II	Marketing Managemnt

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Consumer Behavior	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✓	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✗	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weightage in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

50 %	To test the objectiveness of the concept.
50 %	To test the analytical skill of the concept OR to test the application skill of the concept.

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Quiz/ Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

Component	Theory		Total Marks
Type of Assessment	CIE Exam	Quiz / AAT	
CIA Marks	25	05	30

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Alternative Assessment Tool (AAT):

Two Quiz exams shall be online examination consisting of 25 multiple choice questions and are to be answered by choosing the correct answer from a given set of choices (commonly four). Marks shall be awarded considering the average of two quizzes for every course. The AAT may include seminars, assignments, term paper, open ended experiments, five minutes video and MOOCs.

VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes (POs)		Strength	Proficiency assessed by
PO 1	Managerial skills: Apply knowledge of management theories and practices to solve business problems.	3	Seminar
PO 2	Decision making Skills: Foster Analytical and critical thinking abilities for data-based decision making.	3	Assignments
PO 4	Communication skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	2	Assignments
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	3	Guest Lectures
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.	2	Guest Lectures
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	2	Seminar
PO8	Technology Skills: Inculcate and develop technical skills to face the competitive world successfully.	1	Assignment

3 = High; 2 = Medium; 1 = Low

VII. COURSE OBJECTIVES :

The course should enable the students to:	
I	Addresses the management challenge of designing and implementing the best combination of marketing actions to carry out a firm's strategy in its target markets.
II	Applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning, product offering.
III	Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
IV	Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices.

VIII. COURSE OUTCOMES (COs):

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMB401.01	CO 1	Understand the consumer through research process and consumer behavior in a world of economic instability.	PO1,PO 2	3
CMB401.02	CO 2	Describe the concepts of rural consumer behavior, segmentation, targeting and positioning.	PO 1	3
CMB401.03	CO 3	Identify the environmental influences on consumer behavior like culture, subculture and social class.	PO 2	3
CMB401.04	CO 4	Demonstrate the environmental influences on consumer behavior like social group, family, personality and cross culture consumer behavior.	PO 2,PO 6	3

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMB401.05	CO 5	Examine the consumer as an individual based on personality and self-concept, consumer motivation and consumer	PO 4	2
CMB401.06	CO 6	Discuss the consumer attitudes, changing attitudes, consumer learning and information processing	PO 5	3
CMB401.07	CO 7	Analyze the problem recognition, search and evaluation of consumer decision making process.	PO 5	3
CMB401.08	CO 8	use purchasing process ,post purchase behavior, models of consumer decision making and diffusion of innovations	PO 4,PO6	2
CMB401.09	CO 9	Illustrate the roots of consumerism, consumer safety and consumer information.	PO 7	2
CMB401.10	CO 10	Explain the consumer responsibilities, marketer responses to consumer issues and marketing ethics towards consumers.	PO 8	1

3 = High; 2 = Medium; 1 = Low

IX. MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

(COs)	Program Outcomes (POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	3				3			
CO 2	3							
CO 3		2						
CO 4		3				3		
CO 5				2				
CO 6					3			
CO 7					3			
CO 8				2		2		
CO 9							2	
CO 10								1

3 = High; 2 = Medium; 1 = Low

X. ASSESSMENT METHODOLOGIES – DIRECT

CIE Exams	PO1, PO2, PO4, PO5, PO 6, PO7	SEE Exams	PO1, PO2, PO4, PO5, PO 6, PO7	Assignments	PO2, PO8	Seminars	PO1, PO7
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XI. ASSESSMENT METHODOLOGIES - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XII. SYLLABUS

UNIT-I	INTRODUCTION TO WORLD OF MARKETING:
Importance, scope of marketing, core marketing concepts, marketing philosophies, marketing environment, marketing strategies & plans, developed vs developing marketing; market research: definition of market research, marketing information system, commissioning market research, market research process, market research online, market research and ethics, international market research.	
UNIT-II	ANALYZING MARKETING OPPORTUNITIES CUSTOMER VALUE AND MARKETING MIX:
Consumer decision making, creating customer value, analyzing consumer markets, consumer behavior, cultural, social & personal factors, developing products and brands, product levels, classifying products, product range, line and mix, product life cycle, new product development.	
UNIT-III	DESIGNING A CUSTOMER DRIVEN STRATEGY:
Market segmentation: segmentation of consumer market, business market, requirement for effective segmentation, market targeting, evaluating market segmentation, selecting target market segmentation, positioning, positioning maps, positioning strategy	
UNIT-IV	DISTRIBUTION DECISIONS, PROMOTIONS & COMMUNICATION STRATEGIES:
Marketing channels, channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions, The promotional mix, advertising, public relations, sales promotion, personal selling, marketing communication, communication process, communication promotion mix, factors affecting the promotion mix.	
UNIT-V	PRICING DECISION AND PERSONAL COMMUNICATION:
Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategy, ethics of pricing strategy, product line pricing, rural marketing, balance of payments, relationship Marketing, digital marketing, social marketing, postmodern marketing, market sustainability and ethics, global marketing	
Text Books:	
1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithleshwarJha “Marketing Management”, 13/e, Pearson Education, 2012	
Reference Books:	
1. RamaswamyNamakumari, “Marketing Management”, TMH 5 th Edition, 2013.	
2. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, “principles of marketing,south Asian perspective”, 13/edition, Pearson Education, 2012.	
3. K.Karunakaran, “Marketing Management” , 2/e, Himalaya Publishing House,2012.	
4. RajanSaxena, “Marketing Management”, 4/e, TMH, 2013.	

XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
1-4	Defining consumer behavior, why to study consumer behavior? understanding consumer through research process, consumer behavior in a world of economic instability	CO 1	T1
5-7	Rural consumer behaviour, consumer segmentation, targeting and positioning, segmentation and branding, rural markets.	CO 2	T1 & T3
8-9	Influence of culture, sub culture, social class, social group	CO 2	T1
10-12	Family and personality, cross cultural consumer behaviour	CO 3	T1
13-14	Personality and self concept	CO 3	T1
15-18	Consumer motivation, consumer perception	CO 4	T3
19-21	Problem recognition, search and evaluation,	CO 4	T3
22-23	Purchasing processes, post purchase behavior	CO 5	T1&T3
24-25	Models of consumer decision making,	CO 5	T3.
26-27	Consumers and the diffusion of innovation	CO 5	T3
28-29	Roots of consumerism, consumer safety	CO 6	T3
30-31	Consumer information, consumer responsibilities	CO 6	T3
32-35	Marketer responses to consumer issues,	CO 7	T3
36-39	Marketing ethics towards consumers.	CO 8	T1&T3
41-42	Understand the importance of pricing	CO 9	T1
43-44	Understand the different marketing promotion tools	CO 10	T1 & T3
45	Understand the ethics in Marketing	CO 10	T1

XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S No	Description	Proposed actions	Relevance with POs
1	The growing evidence that consumer interest and awareness of sustainability issues is increasing	Seminars	PO 1
2	The impact of the slow economic recovery and how consumers are responding by prolonging product lifecycles.	/Guest Lectures	PO 4
3	The knowledge gap is the difference between the customer's expectations of the service provided and the company's provision of the service.	Guest Lectures	PO 2

Prepared by:

Mr. P.Nagesh, Assistant Professor

HOD, MBA