

COURSE CODE: 2CM2010215	COURSE TITLE: CONSUMER BEHAVIOUR AND SALES PROMOTION
SEMESTER-2, COURSE TYPE : Specialization: Elective Course: Advanced Business Management	
COURSE OBJECTIVE: To get expertise knowledge in Consumer behaviors and sales promotions as a part of Business Management. To Get advanced knowledge of emerging techniques in the field of consumer behavior and sales promotion.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Consumer Behaviour: Meaning/ Definition, Characteristics, Importance, Factors affecting consumer behaviour, Stages of Consumer Behaviour (Buying Process) Market Segmentation: Meaning/ Definition, Characteristics, Objectives, Bases of Market Segmentation.	15	25%
2.	Internal Determinants of consumer behaviour- Personal, Age, Gender, Professional, Income, Lifestyle, Personality Psychological determinants- Motivation, Perception, Learning, Belief and Attitudes. External Determinants of Consumer Behaviour: Social, Family and household influence, Reference groups, Cultural determinants- Culture, Sub culture, Social class.	15	25%
3.	Sales Promotion: Meaning/ Definition, Characteristics, Importance, Sales Promotion Methods i.e Consumer Level sales promotion, Dealer/ channel level sales promotion, Salesman level sales promotion, Advantages and disadvantages of sales promotion	15	25%
4.	Publicity : Definition, Characteristics, Difference between Advertising and Publicity, Importance of Publicity. Public Relations: Definition, Characteristics of Public Relation, Parties involved I Public Relation.	15	25%

References Books:

1. Basics of Marketing Management theory and practice by Dr. R.B Rudani Sultan Chand & Company, New Delhi.
2. Marketing Management by Philip Kotler, Millennium Edition.