

Branch Name:	M.com
Program Code:	CM201
Course Name:	Consumer Behaviour and Sales Promotion
Course Code:	3CM2010215
Pre-requisite Course:	To understand basic of consumer behaviour and sales promotion tools.

Course Objectives: -

1. To get expertise knowledge in Consumer behaviours and sales promotions as a part of Business Management.
2. To get advanced knowledge of emerging techniques in the field of consumer behaviour and sales promotion.
3. To understand the concepts of consumer behavior and segmentation of market.
4. To make aware about tools of promotion of selling in marketing.
5. To give knowledge about publicity and public relations in marketing.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	--	-	4	50	50	-	-	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
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 influx	15	25%
3	Sales Promotion: Meaning/ Definition, Characteristics, Importance, Sales Promotion Methods i.e. Consumer Level sales promotion, Dealer/ channel level sales promotion, Salesman	15	25%
4	Consumer Decision-Making Process: Consumer Decision-Making Process, Steps in Consumer Decision-Making Process Models of Consumer Behaviour (e.g., Nicosia, Howard- Sheth), Industrial Buying Behaviour: Overview and Differences from Consumer Buying	15	25%

Text Books:-

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

Reference Books:

1. Marketing Management by Philip Kotler, Millennium Edition.
2. Retail sales promotion and consumer behaviour: by Gopal Das (Author)
3. Consumer Behavior (Author: Leon Schiffman and Leslie Kanuk)

List of Open Source Software/learning website:

1. <https://www.youtube.com/watch?v=KU5QHFp43hw>
2. <https://www.youtube.com/watch?v=HSXcLj62b-g>
3. <https://www.youtube.com/watch?v=qzlmXFJVAks>

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concept, characteristics, importance, and stages of consumer behaviour in the buying decision process.	2 Understanding
CLO2	Analyze the factors influencing consumer behavior, including internal and external determinants.	4 Analyzing
CLO3	Examine psychological factors such as motivation, perception, learning, beliefs, and attitudes affecting consumer decisions.	4 Analyzing
CLO4	Apply market segmentation concepts and bases to identify target consumer groups.	3 Applying
CLO5	Evaluate various sales promotion methods at consumer, dealer, and salesperson levels.	5 Evaluate
CLO6	Analyze consumer decision-making models and differentiate between consumer and industrial buying behavior.	4 Analyzing

Mapping of CLOs with Pos & PSOs: -

Course Learning Outcomes (CLOs)	Program Outcomes (POs)							Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CLO1	M		L			M		M	
CLO2		L			L				M
CLO3	L			L				M	
CLO4		M			M			L	
CLO5			M			L			L
CLO6		M			M			L	

H: High, M: Medium, L: Low