

MASTER OF BUSINESS ADMINISTRATION

Lesson Plan & Work-done Diary for AY: 2026-27 ODD Semester

Course with Code: Consumer Behaviour MBA MM313				Faculty: Mrs. Divya P		Semester & Section: III Sem		
Class No.	Date planned (DD/MM)	Topic to be covered	TLP Planned	Class No.	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
MODULE-1								
1	18/09	Meaning, nature & importance of consumer behavior						
2	21/09	Difference between consumer and customer						
3	23/09	Nature and characteristics of Indian consumers						
4	24/09	Consumer Movement in India						
5	25/09	Rights of consumers in India						
6	28/09	Responsibilities of consumers						
7	30/09	Consumerism and Consumer Research Process						

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				MODULE-2				
8	1/10	Consumer buying decision process						
19	5/10	Levels of consumer decision making						
10	7/10	Four views of consumer decision making						
11	8/10	Online decision making-meaning & process/stages						
12	9/10	Situational influences						
13	12/10	Situational characteristics & Consumption behavior						
14	14/10	Models of consumer behavior- Input-Process-Output,						
15	15/10	Nicosia,Howard-Sheth & Engel-Kollat-Blackwell						
16	16/10	Conducting consumer experiments						

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MODULE-3

17	19/10	Perception Process						
18	22/10	Consumer Imagery, Perceived Risk.						
19	23/10	Learning: Principles and Theories						
20	26/10	Personality: Nature, Theories, Self Concept, Psychographic and Life Style.						
21	28/10	Attitude: Structural model of attitude, attitude formation & change.						
22	29/10	Motivation: needs/motives & goals, dynamic nature of motivation, Arousal of motives, theories.						

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MODULE-4								
23	30/10	: Groups: Meaning and Nature of Groups						
24	2/11	Reference Group Influence-Types						
25	4/11	Factors influencing reference groups						
26	5/11	Application of reference group concept						
27	6/11	Family: Functions of family, family decision making, Family Life Cycle (FLC).						
28	9/11	Dynamics of husband-wife decision making,						
29	11/11	Opinion Leadership and Personal influence. Dynamics of opinion leadership process						
30	12/11	Measurement of opinion leadership, Market Mavens, Opinion						
31	18/11	Leadership & Marketing Strategy, Creation of Opinion Leaders						
32	19/11	Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders						



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33	20/11	Diffusion of Innovation: Adoption process						
34	23/11	Diffusion process.						

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MODULE-5								
35	25/11	Environmental Influences on Consumer Behaviour: Social Class: Social Class Basics						
36	26/11	Social class and Social status						
37	30/11	The dynamics of status consumption						
38	2/12	Life style profile of social class						
39	3/12	Features of Social Class						
40	4/12	Five Social-Class Categories in India.						
41	7/12	Culture: Basics, Meaning,						
42	9/12	Characteristics, Factors affecting culture,						
43	10/12	Role of customs, values						

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MODULE-6								
44	11/12	Customer Relationship Management: CRM Concepts - Acquiring customers, Customer loyalty and optimizing customer relationships						
45	14/12	CRM definition - success factors, the three levels of Service/ Sales Profiling						
46	16/12	Service Level Agreements (SLAs), creating and managing effective SLAs.						
47	17/12	CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling						
48	18/12	Customer Retention, Behaviour Prediction - Customer Profitability & Value Modelling.						
49	21/12	Channel Optimization - Event-based marketing.						
50	23/12	CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.						



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	Activity	Planned	Actual	Remarks
1	TheoryClasses	50		
2	Assignments/Quizzes/ Self-study			
3	Tutorials/Extraclasses			
4	InternalAssessments			
5	ICTbasedTeaching (%ofusageinCurriculum)			
Planning			Execution	
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