JHARKHAND Rai University
UGC RECOGNISED UNIVERSITY
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Lesson Plan & Tracking

Programe : MBA	**Session : Fall 2022**	**Year : 2022-23**	**Sem: III**
Course: Consumer Behaviour			
Name of the Faculty: Dr. Abhishek Pratap	**Commencement Date: 12/09/2022**		**Date of Closure:30/12/22**

Lecture No.	Week	Unit	Topics to be Covered	ICT Tool/Platform/ LMS/Physical	Resources	Activity	Date	Duration	Tracking of Lectures	Related Course Outcome	Signature of Faculty	Signature of HoD	Remarks (if any)
1	1	1	Introduction to Consumer Behaviour										
2		1	Marketing & Consumer Orientation										
3		1	Buying Decision process										
4	2	1	Factors affecting buyer behaviour										
5		1	Factors affecting buyer behaviour- Contd.										
6		1	Organizational buying Vs. Consumer buying, Market & its type										
7	3	1	Consumer Research Process										
8		1	Market Segmentation										
9		2	Consumer Need & Maslows need hierarchy										

10	4	2	Consumer needs ,System of Needs. MC Cleland's theory										
11		2	Consumer Motivation concept. Means- End chain model & Drives hull reduction theory										
12		1-2	Case Study										
13	5	2	Perception(Element, Perceived Risk)										
14		2	Learning(Element & Theories)										
15		2	Introduction to Attitude & Models of Attitude										
16	6	2	Attitude formation & Change										
17		2	Introduction to Personality & Theories of Personality										
18		2	Personality & Consumer Diversity										
19	7	2	Components of Communication & Designing Persuasive Communication										
20		3	Reference group & its Application										
21		3	Family (Concept, Role & FLC)										
22	8	3	Family Decision Making										
23		1-3	Case Study										

24		3	Concept of Social class (Lifestyle Profiles)										
25	9	3	Concept Of Culture(measurement)										
26		3	Sub-Culture & its Type										
27		3	Sub-culture Interaction & Cross- Cultural Analysis										
28	10	4	Introduction to Opinion leadership & its measurement										
29		4	Profile of opinion leader & Interpersonal Communication										
30		4	Diffusion of Innovation & Difussion process										
31	11	4	Adoption process & Profile of Consumer Innovator										
32		4	Opinion Leadership & firms Promotional Strategy										
33		1-4	Revision & Doubt Session										
34	12	1-4	Application Based Discussion										
35		1-4	Model Paper Discussion										