Programme   : **Master of Commerce [M.Com]**
Course Code   : **COM-504**
Course Title   : **Marketing and Consumer Behaviour**
Number of Credits : **4**
Effective from AY : **2022 – 2023**

Pre-requisites for the Course:
NIL
Objectives of the Course:
1. To understand the significance of marketing and the latest developments in marketing.
2. Assess how segmentation, targeting, and positioning are done and the marketing mix.
3. To identify the ways of influencing consumer behavior.
4. To measure consumer behavior regarding technology adoption, level of satisfaction, and content co-creation.

Course Content		
Unit 1	**Introduction to Marketing**	**10 Hours**
Origin, development, growth, and present status of business – Economic status India – Basics of Demand Vs. Supply – Factors responsible for and strategies to explore market demand – AIDA – STP – Marketing Mix – Product Life cycle – Marketing Environment – Marketing Strategies – Role and importance of Traditional, Digital, Online, Rural, and Cause Related Marketing – Recent trends in marketing.		
Unit 2	**Introduction to Consumer Behaviour**	**10 Hours**
Buying motives – Factors influencing consumer behavior – Significance of Family Life Cycle and Life Style – Consumer Decision Making Process – Theories of Consumer Behaviour – Applicability of Consumer Behaviour Theories in modern business and economic scenarios [psychometric and econometric studies] – Ethics in Marketing and its importance in consumer behavior studies [data confidentiality, data protection, report writing, intellectual honesty] – Unfair marketing and advertising practices – Advertising Standards Council of India (ASCI) – Council for Fair Business Practices (CFBP).		
Unit 3	**Analysis of Consumer Behaviour – 1**	**20 Hours**
Psychometric and Econometric Data – Behavioural analysis of primary and secondary sets of data – The three-dimensional definition of Business [Who the Customers are / What they want / How we can provide] – Process of understanding Who the Customers are [demographic profiling – cross tabulation] – What makes them behave differently [influencing factors – data reduction and confirmation]		
Unit 4	**Analysis of Consumer Behaviour – 2**	**20 Hours**
Application of Consumer Behaviour Theories to understand influencing factors [traditional and contemporary] – Are the consumers happy [assessing level of satisfaction] – What consumers do to express their experience [content co-creation – WOM and eWOM]		

Pedagogy:
Lectures, Case Studies, and Self-study (doing home assignments based on the reading of research papers on various aspects of marketing)
Self-study on reading research papers in marketing management to understand the importance of marketing concepts, especially on understanding consumer behavior, measuring consumer satisfaction, and recent developments in marketing.

Reference / Readings:
1. Hayden Noel, *Consumer Behaviour*, AVA Publishing. 1st Edition, 2018.
2. Paul Hague, *A Practical Guide to Market Research*, Grosvenor House Publishing Ltd., 2018.
3. Paurav Shukla, *Essentials of Marketing Research*, Paurav Shukla & Ventus Publishing ApS., 2019.
4. Peter Gentsch, *AI in Marketing, Sales and Service*, Palgrave, Macmillan. 1st Edition, 2020.
5. Philip Kotler & Kevin Lane Keller, *Marketing Management*, Prentice Hall. 15th Edition, 2019.
6. Philip Kotler, Gary Armstrong, John Saunders, & Veronica Wong, *Principles of Marketing*, Prentice Hall. 4th Edition, 2018.

Online Resources:
Following are some YouTube channels that provide basics about marketing and consumer behavior and consumer profiling.

1. https://www.youtube.com/watch?v=sR-qL7QdVZQ
2. https://www.youtube.com/watch?v=ghFwpoH71NM
3. https://www.youtube.com/watch?v=KKY4OAETD04
4. https://www.youtube.com/watch?v=QJ4ZYnp9cyk
5. https://www.youtube.com/watch?v=IBHD6xebid8 /
   https://www.youtube.com/watch?v=EoTP4h8tTdU
6. https://www.gwi.com/reports/beginners-guide-to-consumer-profiling
7. https://edwardlowe.org/how-to-identify-a-target-market-and-prepare-a-customer-profile/

Course Outcomes:
Upon completion of the course, the students will be able to:

CO1: Assess the significance of Demand Vs. Supply and perform STP & Marketing Mix.
CO2: Assess the role and importance of understanding consumer behavior.
CO3: Find answers to Who the Customers are and What influences their behaviour.
CO4: Assess the level of satisfaction among customers and how they react on social media