



**Fall Term 2019**

**Basic Information:**

<b>Title:</b>	Consumer Behavior	<b>Code:</b>	MKTG 580
<b>Program:</b>	MBIT via BBIT	<b>Credit Hours:</b>	Three (03)
<b>Sessions:</b>	30 Classes + Mid Term + Final Term	<b>Pre-Requisite:</b>	BBIT (Finance)

**Course Description:**

*This course is designed to provide the basic knowledge required to understand the essential components of consumer and customer behavior and analysis. The students will examine issues and concepts pertaining to selling including: the purchase decisions and influences, shopping trends and motivational forces, role and contribution of word of mouth marketing and opinion leadership in enhancing sales, problem recognition and learning process and post purchase analysis. Throughout, we explore the tools of B2C and B2B marketing with emphasis on consumer behavior in diversified situations and circumstances.*

**Learning Outcomes:**

*After the completion of this course, it is expected that students who will involve themselves in the knowledge base working of the course will be capable to*

- ✓ *To familiarize students with the consumer behavior analysis, purchase process and shopping trends.*
- ✓ *To provide students with tools to apply consumer behavior principles in real life situations*
- ✓ *To motivate students to develop and present creative marketing ideas via effective presentations*

**Teaching Learning Methodology:**

*The formal teaching component of this course consists of active student participation in and contribution to all forms of teaching and learning i.e. lectures, discussions, presentations, research assignments, Business Games and projects. Lectures will be twice a week of 90 min each.*

**Group Configurations:**

*One of the objectives of this course is to encourage and facilitate teamwork. Class will have to make a group of four for projects and research assignments. It is recommended that student will form their own groups. As a general guideline, your group should have members with diverse skill sets including people who are proficient or have aptitude for different subject areas.*

**Weekly Term Plan**

<b>Wk</b>	<b>Lecture Topic</b>
01	<i>Basic Concepts and Models of Consumer Behavior</i>
02	<i>Consumer Behavior Analysis</i>
03	<i>Complex Decision Making by Customers</i>
04	<i>Marketing Stimuli and Consumer Perceptions</i>
05	<i>Purchase Involvement &amp; Types of Decisions</i>
06	<i>Post Purchase Consumer Behavior</i>
07	<i>Life Styles of Consumer</i>
08	<b>Mid Term Examination</b>
09	<i>Household Decision Making</i>
10	<i>International Consumer Behavior: B2B Elements</i>
11	<i>Celebrities Influencing Consumer Behavior</i>
12	<i>IMC Considerations for Consumer Decisions</i>
13	<i>Word of Mouth Marketing &amp; Opinion Leadership</i>
14	<i>External Environment and Consumer Behavior</i>
15	<i>Advanced Topics in Consumer Behavior</i>
16	<b>Final Term Examination</b>



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**Topics in Detail**

No	Title
01	<i>Introduction to Consumer Behavior</i>
02	<i>Models of Consumer Behavior</i>
03	<i>Consumer Behavior Analysis</i>
04	<i>Behavior of Young Consumers Towards Luxury Items</i>
05	<i>Types of Consumer Behavior</i>
	<i>Complex Decision Making by Customers</i>
06	<i>Marketing Stimuli and Consumer Perceptions</i>
07	<i>Purchase Involvement &amp; Types of Decisions</i>
08	<i>Info Search &amp; Sources</i>
	<i>Store Atmosphere &amp; Shoppers' Behavior</i>
09	<i>Post Purchase Consumer Behavior</i>
10	<i>Lifestyles of Consumers: Introduction</i>
11	<i>Lifestyles and Purchase Patterns: Analysis</i>
12	<i>Household Decision Making</i>
13	<i>International Consumer Behavior: B2B Elements</i>
14	<i>Celebrities Influencing Consumer Behavior</i>
15	<i>Word of Mouth Marketing &amp; Opinion Leadership</i>
16	<i>External Environment and Consumer Behavior</i>
17	<i>Societal Values in Consumer Behavior</i>
18	<i>Future Directions in Consumer Behavior</i>
19	<i>Final Term Examination</i>

**Text & Recommended Readings**

- A. *Text: J. Paul Peter, Olson, "Consumer Behavior", McGraw Hill Ed. 2015*
- B. *References: Loudon D. & Albert Betta, "Consumer Behavior: Concepts and Applications", McGraw Hill*

**Assignment Specification**

*Microsoft Word for Documentation*  
*Headings*                      *Arial 11pt Bold*  
*Normal Text*                      *Times New Roman 10pt*  
*Header Footer*                      *Times New Roman 8pt*  
*Paragraph*                      *Single Line Spacing*  
    *First Line Indent 1.0 cm*  
*Page Margins*                      *2 cm from each side*

**Assignments/ Research Projects**

No	Title	Due Date
A-01	<i>B2C Consumer Analysis in Educational Markets</i>	<i>1<sup>st</sup> Class of 4<sup>th</sup> Week</i>
A-02	<i>B2B Social Media Customer Research</i>	<i>1<sup>st</sup> Class of 7<sup>th</sup> Week</i>
A-03	<i>Brand Development in FMCG Sector</i>	<i>1<sup>st</sup> Class of 11<sup>th</sup> Week</i>



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**Grading Policy:**

*Final Grade for this course will be the cumulated result of the following term work with relevant participation according to the quoted percentage.*

<b>Sessional</b>	<b>25%</b>	<b>Mid Term</b>	<b>35%</b>	<b>Final Term</b>	<b>40%</b>
Assignments	10 %	Mid Term Exam	25%	Final Exam	30%
Quizzes	10%	Lab Work/ Lab Mid Exam	10%	Case Study/ Project/ Term Paper	10%
Presentations	05%				

*Remember subdivision of Mid Term and Final Term Examination should be done only in case of very essential and major Grading Instruments.*

**Dishonest Practices & Plagiarism**

*Any student found responsible for dishonest practice/cheating (e.g. copying the work of others, use of unauthorized material in Grading Instruments) in relation to any piece of Grading Instrument will face penalties like deduction of marks, grade 'F' in the course, or in extreme cases, suspension and rustication from IBIT.*

*For details consult Plagiarism Policy of the PU at <http://pu.edu.pk/dpcc/downloads/Plagiarism-Policy.pdf>*

**Grading System:**

<b>Letter Grade</b>	<b>Grade Point</b>	<b>Num Equivalence</b>
A	4.00	85 – 100 %
A-	3.70	80 – 84 %
B+	3.30	75 – 79%
B	3.00	70 – 74 %
B-	2.70	65 – 69 %
C+	2.30	61 – 64 %
C	2.00	58 – 60 %
C-	1.70	55 – 57 %
D	1.00	50 – 54 %
F	0.00	Below 50 %
I	Incomplete	*
W	Withdraw	*

**Norms to Course:**

- ✓ *Submission Date and Time for the term instruments is always **Un-Extendable***
- ✓ *7 Absentees in class will be result in forced withdrawal. (PU Policy)*
- ✓ *Re-sit in Mid and Final Term will cause you a loss of 2 and 3 grade marks respectively. (PU Policy)*
- ✓ *This is your responsibility to keep track of your position in class evaluation units.*
- ✓ *After the submission date, NO excuse will be entertained.*
- ✓ ***Keep a copy of all submitted Grading Instruments.***
- ✓ *Assignment is acceptable only in its Entirety.*
- ✓ *No make up for any assignment and quiz.*
- ✓ *Copied & Shared work will score Zero.*
- ✓ *Assignments are Individual.*

**Good Luck**