

**MBA 416: CONSUMER BEHAVIOUR & INTEGRATED MARKETING
COMMUNICATION**

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives: Upon completion of this subject, participants should have an ability to:

- Assess the nuances of consumer buying behavior, advertising and branding and further analyzing market opportunities by analyzing customers, competitors, collaborators, context, and strengths and weaknesses of a company.
- Develop effective marketing strategies and skills to achieve organizational objectives.
- To utilize a framework for understanding the marketing challenges faced by organizations doing business around the world.
- To acquire skills to locate problem areas in organisational settings, and plan, organise, design, and conduct research to help solve the identified problems.


Hours: 40

Unit-I (10 Hrs): Consumer Behaviour in 21st Century; Understanding Consumer Markets and Business Markets. Consumerism: consumer rights, consumer protection & dispute redressal, External influences on consumer behaviour: Cross cultural variations, family and households and group influence, Changing Indian society- values, demographics & social stratification.


Unit-II (10 Hrs): Individual determinates of consumer behaviour: Perception, Learning, Memory, Motivation, Personality and Attitude, Self-Concept & Lifestyle; Consumers as decisionmakers, Consumer decision process. Perceptual mapping.

Unit III (10 Hrs): IMC in 21st century, developing effective communications; Marketing communication mix, Managing IMC process, Events and experiences, Sales Promotion, Public Relations, Direct and interactive marketing, Word of Mouth & Personal Selling

Unit IV (10 Hrs): Developing and managing an advertising program, Campaign Planning, Message Creation, Copywriting, Advertising Appeals, Layout Design, Media Planning, Testing of Advertising effectiveness, Advertising Agencies.


Doon Academics
Faculty of Management
Invertis University, Bareilly, U.P.


Registrar
Invertis University
Bareilly


Head
Department of Management (MBA)
Faculty of Management
Invertis University