



## Lesson Plan

### CONSUMER BEHAVIOR & MARKETING COMMUNICATION

**Program:** MBA

**Semester:** 3rd

**Course Code:** KMBNMK-01

**Course Name:** CONSUMER BEHAVIOR & MARKETING COMMUNICATION

#### Course Objectives

**(CO1):** To understand consumer behavior and explain the consumer decision making process.

**(CO2):** To define external and internal influences on buying behavior.

**(CO3):** To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.

**(CO4):** To help to understand what advertising is and its role in advertising and brand promotion.

**(CO5):** To understand the importance of message design and the creativity involved in message designing.

**Session Duration:** 60 minutes

**Participants:** MBA 3<sup>rd</sup> Semester Students

#### Entry level knowledge and skills of students

- i. Basic knowledge of marketing management
- ii. Basic knowledge of advertising management

#### Equipment required in Classroom/ Laboratory/ Workshop

- i. Projector
- ii. White Board and Marker

#### Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2



## Course Outcomes

**(CO1):** Understand the three major influences on customer choice: the process of human decision making in a marketing context; the individual customers make up; the environment in which the customer is embedded.

**(CO2):** Develop the cognitive skills to enable the application of the above knowledge to marketing decision making and activities.

**(CO3):** Be able to demonstrate how concepts may be applied to marketing strategy.

**(CO4):** Apply an IMC approach in the development of an overall advertising and promotional plan.

**(CO5):** Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign.

L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
<b>Unit - 1</b>							
1.	Introduction of Consumer Behavior	Consumer Behavior & the Marketing Mix		Group Discussion	CO1		
2.	Introduction of Consumer Behavior	Marketing Mix, Consumer Goals		Group Discussion	CO1		
3.	Consumer Decision Making Process	Need Recognition, Search for information, Pre purchase evaluation of alternatives, Purchase, Consumption		Group Discussion	CO1		
4.	Consumer Decision Making Process	Post consumption Evaluation & Divestment, Interrupts in buying process & their effects, Customer involvement		Group Discussion	CO1		
5.	Consumer Journey and Technology	Consumer Journey through the World of Technology		Group Discussion	CO1		
6.	Case Study	Case Study		Brain storming	CO1		



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7.	Case Study	Case Study		Brain storming	CO1		
8.	Case Study	Case Study		Brain storming	CO1		
<b>Unit - 2</b>							
9.	Consumers as individuals and in the social context	Consumer Perception		Group Discussion	CO2		
10.	Consumers as individuals and in the social context	Consumer Learning		Group Discussion	CO2		
11.	Consumers as individuals and in the social context	Consumer Knowledge		Group Discussion	CO2		
12.	Consumers as individuals and in the social context	Consumer Attitude Formation & Change, Reference Groups		Group Discussion	CO2		
13.	Consumers as individuals and in the social context	Family Gender & Age Influences		Group Discussion			



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14.	Consumers as individuals and in the social context	Culture and Social Mobility		Group Discussion	CO2		
15.	Case Study	Case Study		Brain storming			
16.	Case Study	Case Study		Brain storming			
<b>Unit - 3</b>							
17.	Marketing Communication	The Role of Marketing Communication		Group Discussion	CO3		
18.	Developing Effective Communication	Target Audience, Communication Objectives, Design the Communication, Select the Communication Channels		Project Work	CO3		
19.	Developing Effective Communication	Total Marketing Communication Budget		Group Discussion	CO3		
20.	Developing Effective Communication	Communication Mix & Managing the IMC Process		Group Discussion	CO3		
21.	Advertising Management	Meaning, Nature and Scope of Advertising, Classification of advertising, Process of Advertising		Group Discussion	CO3		
22.	Advertising Management	Fundamentals of Advertising Campaigns, The Creative Brief, and Advertising Appeal		Class Presentations	CO3		



23.	Advertising Management	Advertising Agencies – their role, functions.		Group Discussion	CO3		
24.	Advertising Management	Global vs Local Advertising		Group Discussion	CO3		
<b>Unit - 4</b>							
25.	Developing the Advertising Campaign	Message Strategies, Executional Framework of messages, Sources and Spokespersons		Group Discussion	CO4		
26.	Developing the Advertising Campaign	Source Characteristics		Group Discussion	CO4		
27.	Advertising Management	Advertising Effectiveness & its measurement		Class Presentations	CO4		
28.	Media Planning and Strategy	Steps involved in media planning, Media Types and their characteristics; Setting Media objectives		Group Discussion	CO4		
29.	Media Planning and Strategy	Media Types and their characteristics		Group Discussion	CO4		
30.	Media Planning and Strategy	Media Selection & Media Strategy		Group Discussion	CO4		
31.	Case Study	Case Study		Case Study	CO4		
32.	Case Study	Case Study		Case Study	CO4		
<b>Unit - 5</b>							
33.	Interactive Marketing	Its advantage and disadvantages, Placing Ads and Promotions online		Group Discussion	CO5		



34.	Interactive Marketing	Buzz Marketing Introduction, Importance		Class Presentations	CO5		
35.	Interactive Marketing	Buzz Marketing Importance, and scope		Class Presentations	CO5		
36.	Interactive Marketing	Viral Marketing Introduction, Importance		Class Presentations	CO5		
37.	Interactive Marketing	Viral Marketing Importance and scope		Class Presentations	CO5		
38.	Interactive Marketing	Mobile Marketing Introduction, Importance, and scope		Class Presentations	CO5		
39.	Case Study	Case Study		Case Study	CO5		
40.	Case Study	Case Study		Case Study	CO5		

#### Text Books:

1. Consumer Behavior, Schiffman, L. G. and Kanuk, L. L., Pearson
2. Advertising, Brand and Consumer Behaviour, 2020, S. Ramesh Kumar, SAGE Publishing India

#### Reference Books:

1. Consumer Behaviour: Sethna Zubin & Blythe Jim, SAGE Publishing India
2. Integrated Advertising, Promotion and Marketing Communications: Clow, Kenneth E. & Baack Donald E., Pearson
3. Advertising & promotions an IMC perspective: Kruti Shah & Alan D' Souza, McGraw Hill education
4. Advertising and promotion- An integrated Marketing Communication Perspective, George E Belch & Michael A Belch, McGraw Hill Education

#### Journals:

1. C. Courtney, B. Rosy, V. Gianpaolo, M. Helen. (2022). Investigating how online fashion product page design affects the consumer's clothing fit appraisal. *Journal of Consumer Behaviour*, 1-16, doi: 10.1002/cb.2100. Retrieved on 30<sup>th</sup> August, 2022

**Electronic Database:** <https://onlinelibrary.wiley.com/doi/epdf/10.1002/cb.2100>