Course Name: Consumer Behavior
Course Code: MKT519
Credit Hours: 03
Total Week: 16-18
Semester: 6th
Total Marks: 100

Week 1:
- Introduction to Consumer Behaviour.
- Applying Consumer Behaviour Knowledge.

Week 2:
- Understanding consumer & Market Segmentations
- Consumer Research process

Week 3:
- Motives & Motivation of Consumer
- Understanding nature of Motivation

Week 4:
- Personality & Consumer Behavior
- Theories of Personality

Week 5:
- Consumer imagery

Week 6:
- Understanding learning process
- Learning theories

Week 7:
- Nature of consumer attitudes
- Attitude formation of change
- Communication & persuasion

Week 8:
- Function of the family
- Family decision making
- Family life cycle

Week 9:
- Social class & Consumer Behavior

Week 10:
- Understanding other & subculture
- Characteristics of Culture

Week 11:
- Opinion leadership
- Opinion leadership & firms
- Promotional strategy

Week 12:
- Choosing & consuming
- Models of consumers decision making

Week 13:
- Consumer protection
- Deception advertising & Consumer Research

Week 14:
- The Diffusion process
- Adoption process

Week 15:
- A profile of consumer Innovations
- Health care marketing

Week 16:
- Case study

Course Book:
1. Consumer Behaviour Sixth Edition Lean G. Schiffman
2. Consumer Behaviour David L.L.

Reference:
1. Consumer Behaviour Sixth Edition Lean G. Schiffman
2. Consumer Behaviour David L.L.