

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course/ Revision of a Course**

Course Number & Title: BM 643H & Consumer Behaviour							
L-T-P-C: 4-0-0-4							
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades							
Kind of Proposal (New Course / Revision of Existing Course): New Course							
Offered as (Compulsory / Elective): Elective							
Offered to: Masters of Business Administration (MBA)							
Offered in (Odd/ Even / Any): Any							
Offered by (Name of Department/ Center): School of Business							
Pre-Requisite: NIL							
Preamble / Objectives (Optional):							
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ..... )</p> <p>Overview of consumer behaviour; The consumer research process; Market segmentation and targeting; The family and social class; Influence of culture on consumer behavior; Cross-cultural consumer behavior; Consumer motivation; Personality and consumer behavior; Consumer perception; Consumer learning; Consumer attitude formation and change; Communication and consumer behaviour; Consumers and the diffusion of innovations; Consumer decision making and beyond; Marketing ethics and social responsibility.</p>							
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".							
<p>Texts: (Format: Authors, <i>Book Title in Italics font</i>, Volume/Series, Edition Number, Publisher, Year.)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%;">1.</td> <td>Schiffman, L. G., Wisenblit, J., &amp; Kumar, S. R., <i>Consumer Behavior</i>, 12<sup>th</sup> Edition, Pearson, 2018.</td> </tr> <tr> <td>2.</td> <td>Sharma, D., Sheth, J., &amp; Mittal, B., <i>Consumer behavior: a managerial perspective</i>, 1<sup>st</sup> Edition, Cengage Learning India Pvt. Ltd, 2015</td> </tr> <tr> <td>3.</td> <td></td> </tr> </table>		1.	Schiffman, L. G., Wisenblit, J., & Kumar, S. R., <i>Consumer Behavior</i> , 12 <sup>th</sup> Edition, Pearson, 2018.	2.	Sharma, D., Sheth, J., & Mittal, B., <i>Consumer behavior: a managerial perspective</i> , 1 <sup>st</sup> Edition, Cengage Learning India Pvt. Ltd, 2015	3.	
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1.							
2.							

Detailed Course Content (Optional)		
It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		