

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: <i>Multi-variable Calculus: Limits of functions, Continuity,</i>)</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".)	
Texts: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Schiffman, L. G., Wisenblit, J., & Kumar, S. R., <i>Consumer Behavior</i> , 12 th Edition, Pearson, 2018.
2.	Sharma, D., Sheth, J., & Mittal, B., <i>Consumer behavior: a managerial perspective</i> , 1 st Edition, Cengage Learning India Pvt. Ltd, 2015
3.	
References: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
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		