# The Islamia University Bahawalpur

Rahim Yar Khan Department of Management Sciences

Class: BBA Hons : Management Sciences Semester: 6th

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Instructor | Kanza Saleem | E-Ma[il: kanza.saleem2@gmail.com](mailto:muhammad.riaz@iub.edu.pk) | | |
| Course Title | Consumer Behaviour | | Program | BBA (Hons.) |
| Course Number |  | Credit Hours | | 03 |
| Lecture Timings | Thursday, Friday (11:30 am to 01:00 pm) Room # 2 | | | |
| **Description**: The course will focus on providing students with the skills and knowledge required to develop and execute a successful brand strategy by understanding how to build, measure, and manage brand equity. What are brands, how are they created and managed, and how they add value to consumers and business firms are important aspects of understanding brand management. | | | | |
| **Course Objective**: Students will learn how to leverage the marketing-mix to build a strong brand platform with a strong customer focus, analytical orientation and interactive approach. | | | | |
| **Teaching Methodology**:  Assigned readings  Group activities & Discussion  Audiovisual aids lectures  Web-assisted instruction  Student-Directed Teaching | | | | |

# Tentative Study Plan for the Semester

|  |  |
| --- | --- |
| **Week** | **Topics: Mid Term Exam** |
| 1 | Consumer Behavior and Technology |
| 2 | Market Segmentation and Real-Time Bidding |
| 3 | Consumer Motivation and Personality |
| 4 | Consumer Perception and Positioning |
| 5 | Consumer Learning |
| 6 | Consumer Attitude Formation and Change |
| 7 | Persuading Consumers |
| 8 | From Print and Broadcast to Social Media and Mobile Advertising |
|  | **Topics: Final Term Exam** |
| 9 | Reference Groups and Communities, Opinion Leaders, and Word-of-Mouth |
| 10 | The Family and Its Social Standing |
| 11 | Cultural Values and Consumer Behavior |
| 12 | Subcultures and Consumer Behavior |
| 13 | Cross-Cultural Consumer Behavior: An International Perspective |
| 14 | Consumer Decision-Making and Diffusion of Innovations |
| 15 | Marketers’ Ethics and Social Responsibility |
| 16 | Consumer Research |

**Please Note**: Each session consists of the number of lectures delivered in a week. Any random absence by the instructor, the material to be covered during that class will be shifted to the next class meeting. In case of any necessary planned absence, information on schedule changes will be provided in advance.

## Appointment with Instructor:

1. Instructor will be available for meeting class students immediately before & after each class for 15 minutes. However, this time after the class may be extended if necessary.
2. Any other problem pertaining with the study, any student may contact on contact number mentioned above.

## Books Recommended

1. Prentice-Hall: New Jersey *“Building, Measuring and Managing Brand Equity”*
2. Kevin Keller (2003) “*Strategic Brand Management”*

**Marks Distribution:**

|  |  |
| --- | --- |
| Activity | Marks |
| Classroom participation/general behavior/group work | 5 |
| Quiz/surprise test | 5 |
| Assignments | 5 |
| Presentation/Seminar | 5 |
| Mid-term Exam | 30 |
| Final Exam | 50 |
| Total | 100 |

## Student Responsibilities

* 1. Students must attend class. At least 80% attendance is mandatory. Students are also responsible for doing all assigned work on time.
  2. Students must also arrive on time and remain in class for the entire period.
  3. Cellular Phones and Beeper must be turned off.
  4. Test question may be taken from textbook reading, additional material discussed in the class and / or other assigned reading.