



**NSCB Memorial Govt. Degree College
Hamirpur
District Hamirpur (H.P.)**

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**Teaching Plan
Session (2024-2025)**

**Class: BBA Vth Sem
Subject: BBA
Code: BBA 503**

**Name of the Teacher: Dr. Bhanu Priya
Course: Consumer Behavior (DSE-II Marketing)
Room No: Conference Hall**

S. No	Dates	Topics to be covered
Admissions of BBA. 5 th Sem(3 rd year)	20-05-2024 to 10-06-2024	Admissions
Week 1	13-07-2024 to 15-07-2024	Consumer Behaviour: Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour
Week 2	16-07-2024 to 20-07-2024	role of consumer research
Week 3	22-07-2024 to 26-07-2024	consumer behaviour- interdisciplinary approach.
Week 4	27-07-2024 to 31-07-2024	Consumer Needs & Motivation: Characteristics of motivation, arousal of motives, self-concept & its importance, types of involvement.
Week 5	01-08-2024 to 08-08-2024	Trait theory: Theory of self-images; Role of self-consciousness.
Week 6	09-08-2024 to 12-08-2024	Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception:
Week 7	13-08-2024 to 16-08-2024	Perceptual Process: selection, organisation & interpretation. Learning & Consumer Involvement:
Week 8	17-08-2024 to 27-08-2024	Importance of learning on consumer behaviour, Consumer Attitudes: Formation of attitudes, functions performed by attitudes.
Week 9	28-08-2024 to 31-08-2024	Group Dynamics & consumer reference groups: Different types of reference groups,
Week 10	02-09-2024 to 07-09-2024	Factors affecting reference group influence, reference group influence on products & brands, application of reference groups.
Week 11	09-09-2024 to 14-09-2024	Family & Consumer Behavior: Consumer socialization process, consumer roles within a family,
Week 12	16-09-2024 to 21-10-2024	Purchase influences and role played by children, family life cycle.
Week 13	23-09-2024 to 30-09-2024	Social Class & Consumer behavior: Determinants of social class, measuring & characteristics of social class.
Week 14	01-10-2024 to 07-10-2024	HOUSE EXAME
Week 15	08-10-2024 to 15-10-2024	Seminar
Week 16	16-10-2024 to 22-10-2024	Seminar
Week 17	23-10-2024 to 28-10-2024	Seminar
Week 18	29-10-2024 to 03-11-2024	DIWALI BREAK
Week 19		TERM END EXAMINATION

Coordinator BBA

Principal