**Teaching Plan**

**Session (2024-2025)**

**Class: BBA Vth Sem Name of the Teacher: Dr. Bhanu Priya**

**Subject: BBA Course: Consumer Behavior (DSE-II Marketing)**

**Code: BBA 503 Room No: Conference Hall**

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| **S. No** | **Dates** | **Topics to be covered** |
| Admissions of BBA. 5th Sem(3rdyear) | 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**