

Bachelors in Arts with With Community Science
Category-V

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-RMDA 7-HSC:
CONSUMER BEHAVIOUR AND MARKETING MANAGEMENT**

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Consumer Behaviour and Marketing Management	4	3	0	1	Class XII	Appeared in Introduction to Resource Management

Learning Objectives

- To impart an understanding of the conceptual framework, scope and importance of marketing management.
- To build an understanding of the macro and micro environment of organizations and their role in coping with changing market scenario.
- To impart knowledge regarding importance and techniques of market research.
- To create an understanding about consumer behaviour, dealing with competition in the market and managing marketing communication.

Learning Outcomes

- Develop an understanding of the importance and scope of marketing.
- Understand the changing macro and micro environment of organizations and importance of market research.
- Understand consumer behavior and importance of creating customer value.
- Develop an understanding of the competitive strategies in marketing.
- Understanding the role of marketing communication and its effectiveness.

THEORY
(Credits 3; Hours 45)

UNIT I: Understanding Marketing Management and capturing marketing insight
11 Hours

- Importance and scope of marketing, traditional vs. digital marketing
- Company orientations towards markets and marketing
- Adapting marketing to new economy
- Analyzing the macro environment (demographic, economic, technological, political, legal, social, cultural)
- Marketing mix
- Conducting market research
- New product development-challenges and process

UNIT II: Consumer Behaviour**11 Hours**

- Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing
- Factors influencing consumer behaviour
- Consumer Adoption Process-stages and factors influencing
- Buying decision process- five stage model
- Creating customer value, satisfaction and loyalty
- Segmenting consumer markets, market targeting

UNIT III: Dealing with Competition**12 Hours**

- Identify and analyse competitors, competitive strategies for marketing
- Building strong brands- creating brand equity, brand positioning, differentiation strategies
- Product life-cycle marketing strategies
- Characteristics of services, marketing strategies for service firms, managing service quality, differentiating services

UNIT IV: Marketing Communication**11 Hour**

- Role of marketing communication
- Designing effective marketing communication
- Managing mass communication: Advertising, sales promotions and public relations
- Managing Personal Communication: direct marketing and personal selling

PRACTICAL
(Credit 1; Hours 30)

1. Market research proposals

Developing market research proposals on consumer buying behavior, effect of promotional schemes on consumer purchase, consumer satisfaction and opinion regarding selected products/brands/marketing strategies, online purchasing etc.

2. Brand comparison

Brand comparisons of products and services in terms of their marketing strategies, tools used by them for brand building and generating brand, find out their strengths and weaknesses and suggest suitable marketing strategies to increase their market share.

3. E-commerce

- a. Assessment and critical analysis of online retailing websites with focus on visibility, user interface, experience, ease of transaction etc.
- b. To develop an e-tailing prototype.

4. Case Studies

- a. To develop an understanding of marketing strategies with emphasis on marketing mix, marketing budgets, creating customer value and cultivating customer relationships.
- b. To critically evaluate digital marketing strategies adopted by various product and service brands.
- c. To develop digital marketing strategy for a hypothetical brand.

Essential Readings

UNIT I

This unit covers marketing scope, company orientations, macro environment analysis, marketing mix, market research, and new product development.

- **Daum, C., & Bartonico, M.** (2023). *Marketing Management Essentials You Always Wanted to Know*. Vibrant Publishers.
- **Kotler, P., Keller, K.** (2016). *Marketing Management* 15th edition. Pearson, New Delhi, ISBN:978-81-317-3101-7.
- **Philip T. Kotler, & Gary Armstrong.** (2023). *Principles of marketing* (18th global ed.). Pearson.

UNIT II

This unit examines consumer behavior, factors influencing buying decisions and strategies for customer value, satisfaction, and loyalty.

- **Baines, Fill, Sinha & Page.** (2013). *Marketing*. Oxford University Press, New Delhi, Asian Edition.
- **Solomon, M. R.** (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.

UNIT III

This unit covers competitor analysis, competitive strategies and service marketing.

- **Kenneth E. Clow, & Donald Baack.** (2022). *Integrated advertising, promotion, and marketing communications* (9th ed.). Pearson.
- **Kotler, P., & Stigliano, G.** (2024). *Redefining Retail: 10 Guiding Principles for a Post-Digital World*. Wiley & Sons.

UNIT IV

This unit throws light on effective marketing communication.

- **George E. Belch, & Michael A. Belch.** (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
- **Terence A. Shimp, & J. Craig Andrews.** (2018). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.

Suggested Readings

- **Baines, P., Fill, C., Sinha, P., & Page, K.** (2013). *Marketing* (Asian ed.). Oxford University Press.
- **Daum, C., & Bartonico, M.** (2023). *Marketing management essentials you always wanted to know*. Vibrant Publishers.
- **Kotler, P., & Keller, K.** (2016). *Marketing management* (15th ed.). Pearson, New Delhi.
- **Kotler, P., & Stigliano, G.** (2024). *Redefining retail: 10 guiding principles for a post-digital world*. Wiley & Sons.
- **Solomon, M. R.** (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.