

B.A. (VS) Insurance Management
Semester V
DISCIPLINE SPECIFIC ELECTIVE COURSE (DSE- 5.1)
Consumer Behaviour & Sales Management

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Total Credits	Lectures	Tutorial	Practical	Eligibility criteria	Pre-requisite of the course
Consumer Behaviour & Sales Management DSE – 5.1	4	3	1	-	Pass in class 12th	-

Learning Objectives: The course aims to familiarize students with the fundamental concepts of consumer behavior and brand association. It will equip students with an understanding of the use of technology in sales management, recruitment and compensation.

Learning Outcomes: After completion of the course, learners will be able to:

1. explain importance of consumer behavior and describe the behavioral dimensions.
2. demonstrate the concept of consumer decision making.
3. appraise the perception and brand association.
4. examine the use of technology in sales management.
5. create a plan for recruitment and structuring the sales force.

Unit 1: Consumer Behaviour and Decision Making

10 Hours

Meaning, Importance, Consumer buying process, Factors influencing buying behavior, An Emerging Market, Making Sense of Irrationality, Consumer Behaviour in a Digital Era, Behavioural Dimensions, Marketing Mix Elements and the Digital World,

Consumer Decision Making: Important Dimensions, The Basic Model of Consumer Decision Making, Types of Consumer Decision Making, Consumer Decision Making and Celebrity Usage, Impulsive Purchase and Consumer Decision Making, Brands and Consumer Decision Making, Information Search and Consumer Decision Making, Strategies of Applying Consumer Decision Making, Consumer Decision Making and Brand Imagery.

Unit 2: Perception and Branding Associations

10 Hours

Perception: Prerequisite for Branding, Perception and Value, Dynamics of Perception, Lack of Contrast and Perception, The Concept of Brand Repositioning.

Branding Associations: Developing and Nurturing Brand Associations, Memory, Learning and Brands, Instrumental Conditioning, Consumer Behaviour and Information Processing, Encoding and Information Retention, Strengths of Brand Associations.

Unit 3: Sales management and technology

10 Hours

Sales management, Ethical issues, Leadership training, Sales and marketing relationships, Managing the customer portfolio, Use of technology in sales management, Impact of the internet on selling and sales management, Customer relationship management.

Unit 4: Recruitment and Structuring the sales force

10 Hours

Importance of selection, Identification of sources of recruitment and methods of communication, supplementary selection aids, training, establishing sales territories, compensation, types of compensation plan; sales forecasting and budgeting: planning, levels of forecasting, qualitative techniques, quantitative techniques, budget allocation; quantitative measures of performance.

Practical Exercises: The learners are required to:

1. collect the marketing mix elements of three brands in the shampoo category and make a presentation for consumer behaviour that helped to select these brands.
2. find three examples of brands from any category that have used digital marketing with principles of consumer behaviour.
3. select two websites that you visit regularly and discuss how they can (and probably do) track your behavior for brand association to target you more effectively.
4. select any two insurance companies and explain the use of technology in managing sales.
5. make a presentation on the sources of recruitment of sales personnel and compensation plan of any two insurance companies.

Suggested Readings:

- Hawkins, D. I., Mothersbaugh, D. L., Kleiser, S. B. (2019). *Consumer Behavior: Building Marketing Strategy*. United Kingdom: McGraw-Hill Education.
- Kotler, P., Keller, K. L., Chernev, A. (2021). *Marketing Management*.: Pearson Education.
- Kumar, S. Ramesh (2017). *Consumer Behaviour: The Indian Context (Concepts and Cases)*. India: Pearson India.
- Lancaster, G., Jobber, D., Le Meunier FitzHugh, K. (2019). *Selling and Sales Management*.: Pearson.
- Rajagopal (2019). *Contemporary Marketing Strategy: Analyzing Consumer Behavior to Drive Managerial Decision Making*. Germany: Springer International Publishing.
- Schiffman, L. G., Wisenblit, J. (2019). *Consumer Behavior*. United Kingdom: Pearson.
- Schwepker, C. H., Williams, M. R., Ingram, T. N., LaForge, R. W., Avila, R. A. (2020). *Sales Management: Analysis and Decision Making*. United Kingdom: Routledge.
- Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being*. Brazil: Pearson.
- Weinberg, M. (2015). *Sales Management. Simplified.: The Straight Truth About Getting Exceptional Results from Your Sales Team*. United States: AMACOM.

Notes:

- 1. Suggested readings shall be updated and uploaded on the college website from time to time.**
- 2. Examination scheme and mode shall be prescribed by the Examination branch, University of Delhi from time to time.**