



**SESSION PLAN**

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**COURSE PARTICULARS**

#: EA 315	Title: Consumer behavior
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**SESSION PARTICULARS**

#: 1	Title: Chapter 1: An Introduction to Consumer Behavior	Hrs: 2
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**LEARNING OUTCOMES / ABILITIES GAINED\***

#	Outcome Description
1	Overview of the field of consumer behavior
2	How do consumers look like in the market place?
3	How marketing activities affect consumer behavior?
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**Lecture**

**Source Material**

Solomon, M.R. (2003), *Consumer Behavior: Buying, Having, & Being*, 6<sup>th</sup>. Ed., Prentice Hall International, Inc.

**Supplementary Material**

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COURSE PARTICULARS	
#: EA 315	Title: Consumer behavior

SESSION PARTICULARS		
#:2	Title: Chapter 1: An Introduction to Consumer Behavior (Cont.)	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Types of relationships a person might have with a product
2	Consumption activities
3	Marketing ethics and public policy
4	The dark side of consumer behavior
5	Paradigm shift ( positivism &interpretivism)
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COURSE PARTICULARS	
#: EA 315	Title: Consumer behaviour

SESSION PARTICULARS		
#: 3	Title: Chapter 2: Perception	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Difference between perception and sensations
2	Exposure to marketing messages
3	Attention to marketing messages
4	Interpretation to marketing messages
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COURSE PARTICULARS	
#: EA 315	Title: Consumer behavior

SESSION PARTICULARS		
#: 5	Title: Chapter 3: Learning and memory (continued) Chapter 4: Motivation and Values	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Schedules of reinforcement
2	Cognitive learning theory
3	Needs and wants
...4 ....	Motivational tension
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### COURSE PARTICULARS

#: EA 315	Title: Consumer behavior
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### SESSION PARTICULARS

#:6	Title: Chapter 4: Motivation and Values (continued) Chapter 6 Personality and lifestyle	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1.	Motivational conflict
...2 ....	Consumer involvement
3	Values
...4....	Freudian theories and neo –Freudian theories.....
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COURSE PARTICULARS	
#: EA 315	Title: Consumer behavior

SESSION PARTICULARS		
#: 7	Title: 7 <sup>th</sup> week exam	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Multiple choice questions MCQ
2	True or false (With Justification)
3	Short essays (answers should be supported by real life examples)
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### COURSE PARTICULARS

#: EA 315	Title: Consumer behavior
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### SESSION PARTICULARS

#: 9	Title: Chapter 10: Buying and Disposing	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1.	Situational effects on consumer behavior
2	The purchase environment
...3 .	Product disposal options
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### COURSE PARTICULARS

#: EA 315	Title: Consumer behavior
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### SESSION PARTICULARS

#: 10	Title: Chapter 11: Group Influence and Opinion Leaders	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Types of reference groups
2	Types of social influence
3	Identifying opinion leaders
4	Word of mouth communication
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### COURSE PARTICULARS

#: EA 315	Title: Consumer behavior
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### SESSION PARTICULARS

#:11	Title: Chapter 16: Cultural influences on consumer Behavior	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Cultural influences on consumer behavior
2	Myths and rituals
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### COURSE PARTICULARS

#: EA 315	Title: Consumer behavior
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### SESSION PARTICULARS

#: 12	Title: 12 <sup>th</sup> week exam	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Multiple choice questions MCQ
2	True or false (With Justification)
3	Short essays (answers should be supported by real life examples)
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COURSE PARTICULARS	
#: EA 315	Title: Consumer behavior

SESSION PARTICULARS		
#: 13	Title: Chapter 17: The Creation and Diffusion of Consumer Culture	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	The creation of culture
2.	The diffusion of innovations
3.	High culture and popular culture
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COURSE PARTICULARS	
#: EA 315	Title: Consumer behavior

SESSION PARTICULARS		
#: 14	Title: Chapter 17: The Creation and Diffusion of Consumer Culture (Continued)	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Transferring product meanings to other cultures
2	Think globally, and act locally
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### COURSE PARTICULARS

#: EA 315	Title: Consumer behavior
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### SESSION PARTICULARS

#: 16	Title: Submission of term projects- Presentations	Hrs: 2
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Power point presentations for the term project
2	Discussion and evaluation of the term projects
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