

Lecture

Source Material

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

Supplementary Material

Educational Resources

Tutorial / laboratory / Workshop (Delete as required)



SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EA 315	Title: Consumer behavior

SESSION PARTICULARS		
#:2	Title: Applications on Chapter 1	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Give examples to explain the different types of relationships with products
2	Give examples to explain the different types of consumption activities
3	Give examples on popular culture and other ways by which marketers can affect consumers
4	
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Prepared by :
 Designation
 Name
 Sign
 Date

Approved by :
 Designation
 Name
 Sign
 Date

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