



B.Com Honours

Semester 2

Calicut University

CONSUMER BEHAVIOUR

Course Code: COM2MN107 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM2MN107

Course Title: CONSUMER BEHAVIOUR

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course provides students with a comprehensive understanding of the complexities involved in consumer decision-making, equipping them with the knowledge to formulate effective marketing strategies.

Module I: Elements of Consumer Behaviour

- **Unit 1:** Factors affecting consumer behavior
- **Unit 2:** Psychological Influences on Consumer Behavior
- **Unit 3:** Motivation, perception, learning, and memory-Attitudes and attitude change-Personality and lifestyle.
- **Unit 2:** Family and household influences.
- **Unit 5:** Reference groups and social class. Cultural and sub cultural factors.
- **Unit 2:** Socialization and the role of family in shaping consumer behavior.
- **Unit 7:** Value and Lifestyles

Module I: THEORIES OF SELLING AND PERSONAL SELLING PROCESS

- **Unit 14:** .1 AIDA – Buying Formula Theory – Behavioural Equation Theory
- **Unit 2:** Personal Selling Process – Prospecting – Objectives, Sources & Methods – Lead Generation, Getting Appointment
- **Unit 2:** Pre-Approach – Sales Planning, Customer Need Discovery & Analysis – Approach – Sales Presentation / Demonstration
- **Unit 2:** Handling Objections – Closing the Sale
- **Unit 2:** Follow Up After Sales

Module I: Overview of Digital Marketing

- **Unit 1:** Definition and scope of digital marketing
- **Unit 2:** Fundamentals of Digital Marketing: Core concepts and principles of digital marketing- Overview of digital marketing channels and strategies
- **Unit 3:** Comparison of traditional marketing approaches with digital marketing methods
- **Unit 2:** □ Digital Marketing Landscape: digital marketing ecosystem-

Module I: II E-Commerce and E-marketing

- **Unit 1:** E-Commerce Models and E-Commerce Marketing: Overview of e-commerce business models- E-commerce marketing strategies and tactics
- **Unit 2:** Reasons for the growth of E-marketing
- **Unit 3:** E-commerce Marketing Practices: Best practices and strategies for effective e-commerce marketing
- **Unit 2:** Tactics for achieving success in e-commerce ventures
- **Unit 5:** AI in digital marketing-Email Marketing-Mobile app marketing

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