

ADVANCED INSTITUTE OF TECHNOLOGY & MANAGEMENT, PALWAL

Lesson Plan - ODD Semester

Name of the faculty : Ms. Payal Shukla

Discipline: MBA

Semester: 3rd Semester

Subject : Consumer Behaviour (MBA-214-V)

Lecture No.	Topics	Tentative Date	Actual Date
1	Introduction to Consumer Behaviour	Mon, 14 Jul 2025	
2	Nature and Scope of Consumer Behaviour	Tue, 15 Jul 2025	
3	Application of Consumer Behaviour	Wed, 16 Jul 2025	
4	Buyer Behaviour and its Determinants	Thu, 17 Jul 2025	
5	Buying Decision Process	Mon, 21 Jul 2025	
6	Stages and Models	Tue, 22 Jul 2025	
7	Problem Recognition and Information Search	Wed, 23 Jul 2025	
8	Alternative Evaluation and Decision Rules	Thu, 24 Jul 2025	
9	Outlet Selection and Purchase Decisions	Mon, 28 Jul 2025	
10	Post Purchase Behaviour and Customer Satisfaction	Tue, 29 Jul 2025	
11	Role of Involvement in Consumer Behaviour	Wed, 30 Jul 2025	
12	Consumer Markets and Types of Buying Behaviour	Thu, 31 Jul 2025	
13	Doubt Session	Mon, 4 Aug 2025	
14	Presentation	Tue, 5 Aug 2025	
15	Test of unit 1	Wed, 6 Aug 2025	
16	Individual Determinants of Buyer Behaviour – Overview	Thu, 7 Aug 2025	
17	Motivation: Concepts and Theories	Mon, 11 Aug 2025	
18	Perception: Process and Factors Influencing Perception	Tue, 12 Aug 2025	
19	Learning and Memory in Consumer Behaviour	Wed, 13 Aug 2025	
20	Personality	Fri, 15 Aug 2025	
21	Self-concept in Consumer Decision Making	Mon, 18 Aug 2025	
22	Consumer Attitudes: Formation and Change	Tue, 19 Aug 2025	

23	Consumer Values	Wed, 20 Aug 2025	
24	Consumer Lifestyles	Thu, 21 Aug 2025	
25	Doubt Session	Mon, 25 Aug 2025	
26	Assignment	Tue, 26 Aug 2025	
27	Presentation	Wed, 27 Aug 2025	
28	Test of unit 2	Thu, 28 Aug 2025	
29	External Determinants of Buyer Behaviour – Overview	Mon, 1 Sep 2025	
30	Social Class and Status Influence	Tue, 2 Sep 2025	
31	Reference Groups and Family Influences on Consumer Behaviour	Wed, 3 Sep 2025	
32	Roles in Buying Behaviour: Initiator, Influencer, Decider, Buyer, User	Thu, 4 Sep 2025	
33	Cultural and Subcultural Influences on Consumer Behaviour	Mon, 8 Sep 2025	
34	Environmental influence: definition of culture,	Tue, 9 Sep 2025	
35	Characteristics of culture,	Wed, 10 Sep 2025	
36	Dynamism in culture,	Thu, 11 Sep 2025	
37	Relevance of subculture and cross culture on consumer behavior;	Mon, 15 Sep 2025	
38	Indian culture and subculture	Tue, 16 Sep 2025	
39	Marketing strategies	Wed, 17 Sep 2025	
40	Problems related to cross culture.	Thu, 18 Sep 2025	
41	Social class – definition	Mon, 22 Sep 2025	
42	Determinants of social class	Tue, 23 Sep 2025	
43	Doubt Session	Wed, 24 Sep 2025	
44	Assignment	Thu, 25 Sep 2025	
45	Presentation	Mon, 29 Sep 2025	
46	Test of unit 3	Tue, 30 Sep 2025	
47	Communication and Consumer Behaviour: Concept and Process	Thu, 2 Oct 2025	
48	Consumer Influence and Opinion Leadership	Tue, 7 Oct 2025	
49	Diffusion of Innovation – Process and Stages	Mon, 13 Oct 2025	
50	Adoption Categories and Factors Affecting Adoption	Mon, 27 Oct 2025	
51	Consumer decision making	Tue, 28 Oct 2025	
52	Four views of consumer decision making	Wed, 5 Nov 2025	
53	Types of consumer	Mon, 10 Nov 2025	

54	purchasing decisions	Tue, 18 Nov 2025	
55	Doubt Session	Wed, 19 Nov 2025	
56	Assignment	Tue, 25 Nov 2025	
57	Presentation	Wed, 26 Nov 2025	
58	Test of unit 4	Thu, 27 Nov 2025	