

## Consumer Behaviour - JSPM302

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Co - Faculty	Prof. Raghavan Srinivasan

**Credit – 2**

### Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours	Group Work/ Supervised Learning Hours	Directed Learning Hours	Total Hours
20	10	30	60

### Learning Outcomes for the Course

1. To develop good sensitivity about the customers.
2. To understand the importance of customer centricity as a integral part of marketing management as well as for the business at large.

### Topics Covered

- Consumer Behaviour Overview
- Motivation and Personality
- Perception, Learning and Attitudes
- Influences shaping consumers – Family, Society and Culture
- Consumer Persuasion and Communication

*For additional details, visit : <https://jagsom.edu.in/careertrack/>  
Meet our faculty: <https://jagsom.edu.in/faculty-directory/>*