

Course: Consumer Psychology

Course Code: noc20-hs57

Session:2020-21

Duration: 8 Week

Assessment procedures: Weekly Assignment (25%) + proctored certification Exam (75%)

Curriculum of the Course:

Week 1:

- Introduction to Consumer Psychology

Week 2:

- Overview of foundation of consumer behavior.

Week 3:

- Consumer Decision Making

Week 4:

- Purchase process and consumption; Consumer learning and brand loyalty

Week 5:

- Low involvement decision making;
- Situational influences.

Week 6 :

- The Individual Consumer; Consumer perceptions; Consumer information processing and acquisition

Week 7 :

- Attitudes; Attitude reinforcement and change

Week 8 :

- Marketing Communications.

List of students enrolled

S. No	Name of Student
1	Abhinav Goyal
2	Harshvardhan gautam
3	Ashish meena
4	Aviral Goyal

5	Chestha Gautam
6	Vishal choudhary
7	Devank Jain
8	Divyansh Nigam
9	ANIL SHARMA
10	Nishkarsh Goyal
11	Sandeep sharma
12	DEVANSHU SHARMA
13	Ravindra Kumar Kumawat
14	Lakshya Jaiswal
15	Neha Kumawat
16	Nishant Kumar
17	Yogesh sharma