

## **Course: Consumer Psychology**

**Course Code:** noc21-hs64

**Session:** 2020-21

**Duration:** 8 Week

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

### **Curriculum of the Course:**

Module 1: Introduction to Consumer Psychology

Overview of foundation of consumer behavior

Module 2 : Consumer Decision Making

Need and Information Search

Alternate Evaluation and Choice

Consumption and Post-Purchase Behaviour

Module 3 : The Individual Consumer

Consumer perceptions

Memory and Learning

Mood, Emotion and Involvement

Consumer Attitude

Marketing communications

### **List of students enrolled**

<b>S. No</b>	<b>Name of Student</b>
1	Anshul Kumar Jain
2	Ayush Singh Rathore
3	Devendra Sharma
4	Jayesh Singh
5	Kanishk Pratap Singh Rathore
6	Naman Joshi
7	Nishant Kumar