

**UNIVERSITY OF MADRAS**  
**B.Sc. DEGREE COURSE IN PSYCHOLOGY**  
**SYLLABUS WITH EFFECT FROM 2020-2021**

**BPY-DSA04**

**ALLIED-IV: CONSUMER BEHAVIOR AND ADVERTISING**

**Instr.Hrs.: 6**  
**Credits : 5**

**Year : II**  
**Semester: IV**

**Course Learning Outcome**

After completion of the consumer behaviour and advertising course, students will be able to:

1. Explain the field and scope of consumer behaviour and impact of new technology on marketing strategies
2. Outline the different aspects of research in the field of consumer process
3. Apply concepts of motivation and perception on consumer behaviour
4. Explain the features, goals, functions, types and models of advertising
5. Determine the framework in advertising, role of media in advertising and ethical standards in advertising

**UNIT-I:CONSUMER BEHAVIOUR**

Understanding consumer behaviour- field and scope of consumer behaviour, consumer behaviour and the marketing concepts-customer value, satisfaction, trust and retention-impact of new technology on marketing strategies.

**UNIT-II:CONSUMER RESEARCH**

An overview of the consumer research process—developing research objectives – collecting secondary data – designing primary research – data analysis and reporting research findings – conducting a research study.

**UNIT-III:CONSUMER AS AN INDIVIDUAL**

Consumer motivation; motivation as a psychological force – the dynamics of motivation – types and system of needs, consumer perception; Sensory dynamics of perception – elements of perception – consumer imagery; personality and understanding consumer behaviour.

**UNIT-IV:ADVERTISING**

Meaning, definition – objectives – basic features of advertising – goals and models, functions – advantages and disadvantages of advertising – types of advertising.

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**UNIT-V:ADVERTISING IN BRAND BUILDING**

Institutional frame work in advertising; advertising agencies – media selection, tools for measuring advertising effectiveness; new media of advertising, ethical standards in advertising.

**REFERENCES**

1. BatraRajeer, Myers.G.J, Aakar. D. A .(1990). *Advertising Management*. New Delhi: Prentice Hall of India Ltd.
2. Saxena.R (2016).*Marketing management*, New Delhi: MC Graw Hill Education (India) Pvt.Ltd.
3. Schiffman,L.G, Kanuk,l.l.(1999). *Consumer Behavior*. New Delhi: Prentice Hall of India Ltd.
4. Pillai.R.S.N, Bagavathi.(2010). *Marketing Management*. New Delhi: S.Chand& company Ltd.

**WEB RESOURCES**

1. <https://www.edx.org/course/buyer-behaviour-and-analysis>
2. <https://www.coursera.org/courses?query=advertising>
3. <https://www.mooc-list.com/course/market-research-and-consumer-behavior-coursera>
4. <https://www.udemy.com/courses/marketing/advertising/>