

SARDAR PATEL UNIVERSITY
Programme: BBA(Foreign Trade)
Semester: VI

Syllabus with effect from: NOVEMBER \ DECEMBER 2013

Paper Code: UM06CBBF03	Total Credit: 3
Title Of Paper: International Marketing Management - IV (Consumer Behavior and Branding)	

Unit	Description in detail	Weighting (%)
1	Introduction to Consumer Behaviour and Branding Concept and meaning of Consumer Behaviour Concept and meaning of Branding	25 %
2	The importance of Consumer Behaviour towards Brand Success Behavioural Dimension of Marketing Consumer Behaviour and Brand Success Its Examples	25 %
3	Consumer Decision Making and Branding Strategies Consumer Decision Making : important Dimension Strategies of Apply of consumer Decision making Consumers shopping styles and Brands. Examples	25 %
4	Retailing and Consumer Behaviour Linkages to Branding Dimension of Retail Equity Developing Retail Equity Importance of Target Segment Importance of Appropriate Services Retail loyalty with Examples	25 %

Basic Text & Reference Books

- Consumer Behaviour and Branding – S. Rameshkumar (Pearson Power)
- Marketing Management – Philip Kotlar

