

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (International Business)**  
**Semester: VI**  
**Syllabus with Effect from: DECEMBER 2016**

<b>Paper Code:</b> UM06CBBB03	<b>Total Credits: 3</b>
<b>Title Of Paper:</b> International Marketing Management - IV (Consumer Behavior and Branding)	

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

**Basic Text & Reference Books:**

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

