

## **COURSE OBJECTIVES AND COURSE OUTCOMES**

### **S.Y.B.M.S. (SEMESTER - III)**

#### **SUBJECT: MARKETING - CONSUMER BEHAVIOUR**

<b>Sr. No.</b>	<b>Course Objectives</b>	<b>Course Outcomes</b>
1)	To explain the elements constituting Human Behaviour and their relevance towards consumption and purchase	Learners will pick up the concept of Consumer Behaviour, types of Consumers, Diversity of Consumers
2)	To discuss the traits and trends in consumer behaviour, and apply them to the marketing of products and services	Learners will acquire basic knowledge about issues and dimensions of Consumer Behaviour
3)	To describe the marketing programs and strategies while keeping in mind factors that may influence consumer behaviour	Learners would develop their skill of understanding and analyzing consumer information and using it to create consumer-oriented marketing strategies
4)	To identify consumer decision making models and trends	Learners will identify consumer decision-making process and its applications in the marketing function