

II YEAR I SEMESTER

Marketing Elective - 1

Code	Course	Marks	L	T	P	C
23MB3EM01	Consumer Behavior and Customer Relationship Management	100	4	0	0	3

Unit – I

Introduction to Consumer Behaviour: Consumer Behaviour – Definition, Consumer and Customers, Buyers and Users, Organisations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Behaviour and Marketing Communications: Introduction, Marketing Communication Flow, Communications Process, Interpersonal Communication, Persuasive Communications.

Unit – II

Consumer Motivation: Introduction, Needs and Goals, motivational Conflict, Defense Mechanisms, Motive Arousal, Motivational Theories, Maslow’s hierarchy of needs , Consumer Personality: Introduction, Self-concept, personality Theories, Brand Personality, emotions

Unit – III

Consumer Decision-making Process – Problem Recognition, Information Search and Evaluation of Alternatives: Introduction, Problem Recognition, Information Search, Evaluation of Alternatives. Outlet Selection, Purchase and Post Purchase Behaviour, Introduction, Outlet Selection and Purchase, Post Purchase Behaviour.

Unit – IV

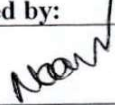
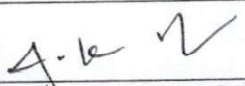
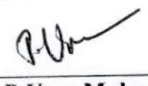
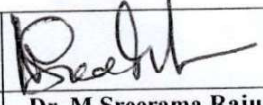
Customer Relationship Management Fundamentals: Definition and Significance of Customer Relationship Marketing, Theoretical perspectives of relationship, Evolution of Relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing, Approach towards marketing: A paradigm shift, Historical Perspectives, CRM Definitions, Emergence of CRM practice, CRM cycle, Significance of CRM, CRM Strategy, Customer Life Time Value, Relationship Life Cycle.

Unit – V

Trends and Issues in CRM: CRM in e- business (B2B & B2C), Measuring the Effectiveness of CRM, Factors Influencing the future of CRM. E-CRM in Business, CRM: A changing Perspective, Features of e-CRM, Advantages of e-CRM,

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

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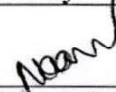
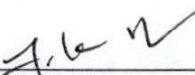
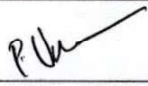
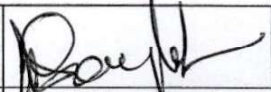
			
Dr. Achanta Satyanarayana (Chairman)	Dr. A. Krishnamohan (University Nominee)	Dr. P. Uma Maheswari Devi (Subject Expert-1)	Dr. M Sreerama Raju (Subject Expert-2)

BVCITS(A)_BR-23 Syllabus for MBA 2 Year Program W.e.f. 2023-24

References:

1. Ramneek Kapoor, Nnamdi O Madichie: -Consumer Behaviour Text and Casesll, TMH, New Delhi, 2012.
2. Ramanuj Majumdar: -Consumer Behavior insight from Indian Marketll, PHI Learning, New Delhi, 2011.
3. M.S.Raju: -Consumer Behavior Concepts, applications and Casesll, Vikas Publishing House, New Delhi, 2013.
4. Alok Kumar, Chabbi Sinha & Rakesh Kumar, Customer Relationship Management: Concepts & Application Biztantra, Delhi, 2007.
5. H Peeru Mohamed, A Sagadevan, Customer Relationship Management- A Step-by-Step Approach, Vikas Publishing House Pvt. Ltd., Delhi, 2008.
6. Jill Dyche: The CRM Handbook: A Business Guide to Customer Relationship Management, Pearson Education, 2002.

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