

Consumer Behavior and Insights Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> • Demo Video • Welcome to the course • Course Schedule • Grading Policy • Exam Details • FAQ
Week 1: Understanding Consumer Behaviour	<ul style="list-style-type: none"> • Weekly Overview • Introduction to Consumer Behaviour • Types of Consumers and Consumer orientation • Consumer Psychology • Summary • Weekend Assessment
Week 2: Understanding Consumer Market	<ul style="list-style-type: none"> • Weekly Overview • Recap of Past Modules • Introduction to Consumer Market • A Simple Consumer Buying Process Model • Summary • Weekend Assessment
Week 3: Determinants of Consumer Behaviour	<ul style="list-style-type: none"> • Weekly overview • Recap of Past Modules • Internal / Individual factors – needs, motivation, personality, perception, attitude • External / Environmental factors – family, socio-cultural, economic and group dynamics • Summary • Weekend Assessment
Week 4: Introduction to Consumer Research	<ul style="list-style-type: none"> • Weekly Overview • Recap of Past Modules • What is Consumer Research?

	<ul style="list-style-type: none"> • Importance of Consumer Research • Types of Consumer Research • Understanding the Consumer Research Process • Future of Consumer Research – Applications and Agencies in India • Summary • Weekend Assessment
Week 5: Introduction to Consumer Insights	<ul style="list-style-type: none"> • Weekly Overview • Recap of Past Modules • What are Consumer Insights? • Benefits and sources of consumer insights • Applications of Consumer Insights in Marketing • Summary • Weekend Assessment
Week 6: Introduction to Consumer Insights	<ul style="list-style-type: none"> • Weekly Overview • Recap of Past Modules • Ad campaigns of Successful Brands that have used Consumer Insights • Turning Consumer Insights into Action (KPMG Article on Dynamic Segmentation) • Zara Case study based on consumer insights and consumer co-creation • Consumer Insights B2B • Conclusion • Summary • Weekend Assessment