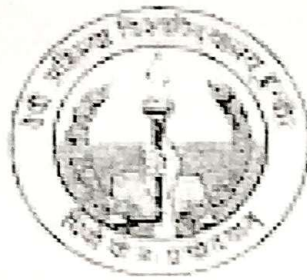


**Diploma In Consumer Psychology And
Advertising
2018-19
Syllabus**



**School of Social Sciences
Devi Ahilya Vishwavidyalaya, Indore(M.P.)**

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S. Dixit *V. Patil*

**Diploma in Consumer Psychology and Advertising (DCPA)
(Syllabus) 2018-19**

Diploma in CCPA (Syllabus) 2018-19

Semester – I

Paper	Code	Title of paper	Credits
Core	DCPA 101	Principles Of Consumer Psychology	3
Core	DCPA 102	Principles Of Advertising	3
Soft skill	DCPA 103	Social Communication and Personality Development	2
	DCPA 104	Project	3
	DCPA 105	Comprehensive viva-voce	4
	Total		15

Semester – II

Paper	Code	Title of paper	Credits
Core	DCPA 201	Marketing and salesmanship	3
Core	DCPA 202	Consumerism and social aspects of consumer behaviour	3
	DCPA 203	Project	2
	DCPA 204	Comprehensive viva-voce	4
	Total		12

Scheme of Examination :-

This Course carries both internal and external assessment which carries 40% internal and 60% External marks. Internal assessment has 3 test scheme out of which student score evaluation is done for best of two whereas External Examination carries 60% marks. this include different structure including short question, Long Question and Application based. Case studies etc.

S. D. M. H. S.

SCHOOL OF SOCIAL SCIENCES, DAVV., INDORE(M.P.)
Diploma in Consumer Psychology and Advertising
Ist semester

Objective :- To know about the Principles Of Consumer Psychology, Principles of Advertising and to develop communication and Personality development.

Learning Outcomes :- This semester will develop the Understanding of the Different Aspects of Consumer Psychology and Consumer Behaviour and effective communication.

CCCPA-101 : PRINCIPLES OF CONSUMER PSYCHOLOGY

Models of consumer behaviour,
Methods of study,
Perception and motivation,
factors affecting consumer behaviour, changing consumer behaviour.

CCCPA-102 : PRINCIPLES OF ADVERTISING

Essentials of an ad: appeals and practical consideration structure and creation of effective ad; communication and role of media, computer applications in advertisement.

A Project in constructing effective ads.

CCCPA-103 : COMMUNICATION & PERSONALITY DEVELOPMENT (SOFT SKILLS)

Unit-I Framework To Business Communication:
Unit-II Channels, Types And Forms Of Communication:
Unit-III Articulation And Drafting:
Unit-IV Enhancement Skills / Employability Skills
Unit-V Practical Exercises:

Required readings:

1. Business Communication – K.K.Sinha, Galgotia Publishing Company, Latest Edition
2. Business Communication – Chhabra.T.N. , Sun India Publication, 2005
3. Business Communication – ParagDiwan, Excel Books, Latest Edition
4. Essentials of Business Communication – Rajendra Pal, Sultanchand Publication, 2000
5. Business Communication-- R.K.Madhurkar,Vikas Publishing House Pvt. Limited, Latest

School of Social Sciences, DAVV., Indore(M.P.)
Diploma in Consumer Psychology and Advertisement
SEMESTER -IInd

Objective: - To know about the Marketing And Salesmanship, Consumerism and social aspects of marketing and salesmanship and consumerism..

Learning Outcomes: - This semester will develop the Understanding about the marketing and salesmanship, Consumerism and social aspects of consumer behaviour .

DCPA -201 : Marketing and Salesmanship

Product Analysis,

Principles of selling,

Factors and effective salesmanship by analysis of buying

Behaviour, consumer surveys and other assessment.

DCPA 202 : Consumerism and social aspects of consumer behaviour

Consumer rights and consumer awareness,

Consumer protection indifferent services,

Socio-cultural aspects of consumer behaviour,

Attitude and personality of the consumer,

Research in consumer behaviour.

A Project in consumer survey of specific products.