

## **Two week course on Fundamentals of Marketing and Consumer Behaviour**

### **Introduction:**

The main objective behind the two week short-term course is to provide participants with a comprehensive understanding of marketing fundamentals and consumer behavior by giving them an insight into the key concepts, theories, and strategies relating to marketing and consumer behavior, which would effectively enhance their analytical patterns of consumer behavior and assist in developing marketing strategies that align with consumer needs and preferences.

### **Course Overview:**

The course encompassed a wide range of topics, including market segmentation, marketing mix, consumer decision-making process, and strategies for effective consumer engagement. Through a balanced blend of lectures, case studies, group presentation, and practical exercises, participants gained a solid foundation in these critical areas.

### **Participants:**

The course saw active participation from around forty individuals representing diverse backgrounds and departments. This diversity contributed to enriching discussions and provided varied perspectives on the subject matter.

### **Teaching Methodology:**

The teaching methodology employed was highly effective in engaging participants and ensuring optimal learning outcomes. Interactive sessions and question answer sessions encouraged active participation and facilitated a deeper understanding of complex concepts. The use of real-world examples and case studies resonated well with the participants and enhanced their practical knowledge.

### **Assessment and Feedback:**

Assessment methods, including MCQ test and group assignments and project presentations were thoughtfully designed to evaluate participant comprehension. The feedback received from participants was overwhelmingly positive, indicating a high level of satisfaction with the content, delivery, and overall learning experience.

### **Achievements:**

Several participants demonstrated exceptional aptitude and engagement throughout the course. In recognition of their outstanding performance, certificates of achievement were awarded to thirty four individuals.

## Brochure

**ST. EDMUND'S COLLEGE**  
**DEPARTMENT OF COMMERCE**  
**INVITES**  
**STUDENTS FROM VARIOUS DISCIPLINES TO ATTEND A COURSE ON**  
**MARKETING FUNDAMENTALS & CONSUMER BEHAVIOUR**

From  
11th Sept - 22nd Sept 2023

Venue- Room no: 105  
Time: 2 pm- 4 pm

+91 9436100683 +91 8575162550

Scan QR Code

### Programme Schedule:

**Title:** Short term course on “Marketing Fundamentals and Consumer Behaviour”

**Resource persons:** Prof. Goutam Deb, Prof. Mitali Dasgupta Dey, Prof. Rowenna E. L. langrai,  
Prof. Dapbiang Nongkynrih, Dr. Dipankar Shome and Prof. Navin Chettri

**Date:** 11<sup>th</sup> September 2023 to 22<sup>nd</sup> Sept 2023

**Time:** 2.00 P.M to 5.00 P.M

**Mode:** Offline

**Venue:** Room no 105 (Commerce Block), St. Edmund’s College

Number of participants registered: 112

**Number of Participants who completed the course successfully: 34 students**

**Course Coordinator: Prof. Mitali Dasgupta Dey**

**Joint Coordinator: Prof. Dapbiang Nongkynrih**

**Programme Details:**

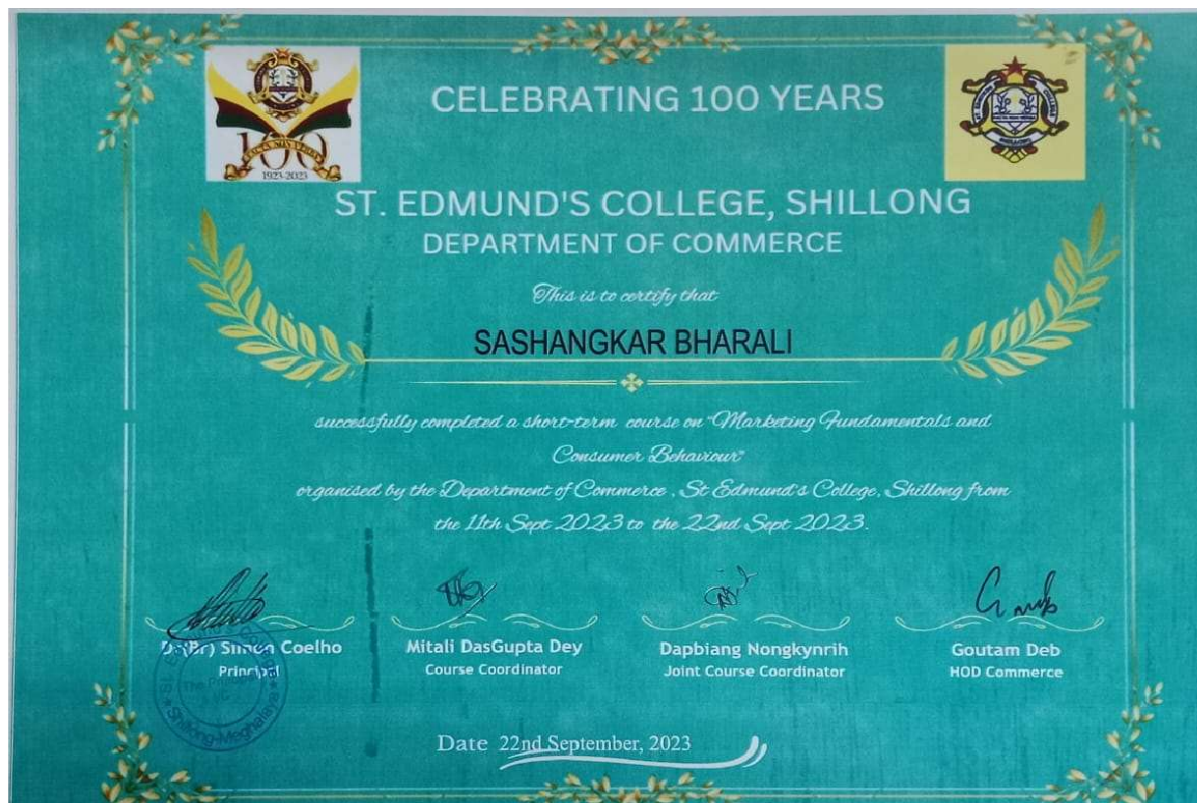
<b>Course Title: Marketing Fundamentals and Consumer Behaviour</b>			
<b><i>Date/ Days</i></b>	<b><i>Name of the Topic</i></b>	<b><i>Duration</i></b>	<b><i>Name of the Teachers</i></b>
11 <sup>th</sup> Sep 23 (Mon)	Introduction to Marketing Fundamentals	3 hrs.	Prof. Rowenna E. L. Iangrai
12 <sup>th</sup> Sep 23 (Tue)	Consumer Behaviour Basic	3 hrs.	Prof. Mitali DasGupta Dey
13 <sup>th</sup> Sep 23 (Wed)	Introduction to Consumer decision-making process	3 hrs.	Prof. Dapbiang Nongkynrih
14 <sup>th</sup> Sep 23 (Thu)	Segmentation, Targeting, and Positioning	3 hrs.	Prof. Navin Chettri
15 <sup>th</sup> Sep'23 (FRI)	Product and Pricing Strategies	3 hrs.	Prof. Navin Chettri
16 <sup>th</sup> sep'23 (SAT)	Distribution and Channel Management	3 hrs.	Prof. Gautam Deb
19 <sup>th</sup> Sep'23 (TUE)	Pricing strategies and their impact on consumer behaviour	3 hrs.	Dr. Dipankar Shome
20 <sup>th</sup> Sep'23 (WED)	Developing Effective Marketing Strategies	3 hrs.	Prof. Rowenna E. L. Iangrai
21 <sup>st</sup> Sep'23 (THU)	Case Studies and Real-world Applications	3 hrs.	Prof. (RL, MD, DN, NC, GD, DS)
22 <sup>nd</sup> Sep'23 (FRI)	Wrap up and Course assessment	3 hrs.	Prof. (RL, MD, DN, NC, GD, DS)

**Attendance**

<b>Marketing Fundamentals and Consumer Behaviour (11th September - 22nd September 2023)</b>		
<b>Sl. No.</b>	<b>Name</b>	<b>Department</b>
1	A.ATHENI EUNICE	Commerce
2	AFRIDI LASKAR LYNGDOH	Commerce
3	ANGELEEN AIMESHA KHARMALKI	BCA
4	ANGELLA KAZEL KHARMUJAI	BCA
5	ANNIE BLESSING SUNA	Commerce
6	ANOOP KUMAR SINGH	Commerce
7	ARYAN ROY	Commerce
8	AYUSH SHRIVASTAVA	Commerce
9	BETHLEHEM PAWCHIA	Commerce
10	CHIRAG DEB	Commerce
11	DAURUSHWA IAWBOR	Biotechnology
12	KRITIKA SHARMA	Commerce
13	LAISHRAM JYOTIN KHUMAN	BCA
14	LAKSHYAA SHARMA	Commerce
15	LOWIES LYNGDOH	Commerce
16	M AMARJIT SINGHA	Commerce
17	MANISH CHETRI	Commerce
18	NAMELASIEWDOR MASHARING	Commerce
19	NATHANIEL BANTEINAM KHARKONGOR	BCA
20	NIKITA NATH	Commerce
21	NINISTAR PALA	Commerce
22	PIYUSH PAUL	Commerce
23	PRISHMAIHA REANG	Commerce
24	SASHANGKAR BHARALI	Commerce
25	SAURAV DUTTA	Commerce
26	SILVANUS LYMPHUID	Economics
27	SUJAL SARMA	Commerce
28	TANU PRASAD	Commerce
29	THEJASETUO PIELIE	BCA
30	TIPKAMRAM SUCHIANG	Commerce
31	VINEET SHARMA	Commerce

32	VIVIAN ALEXANDER LYNGDOH NONGLAIT	BCA
33	WAILADMI SUNGOH	Commerce
34	WANDEILANA SUCHIANG	Commerce

**Certificate**

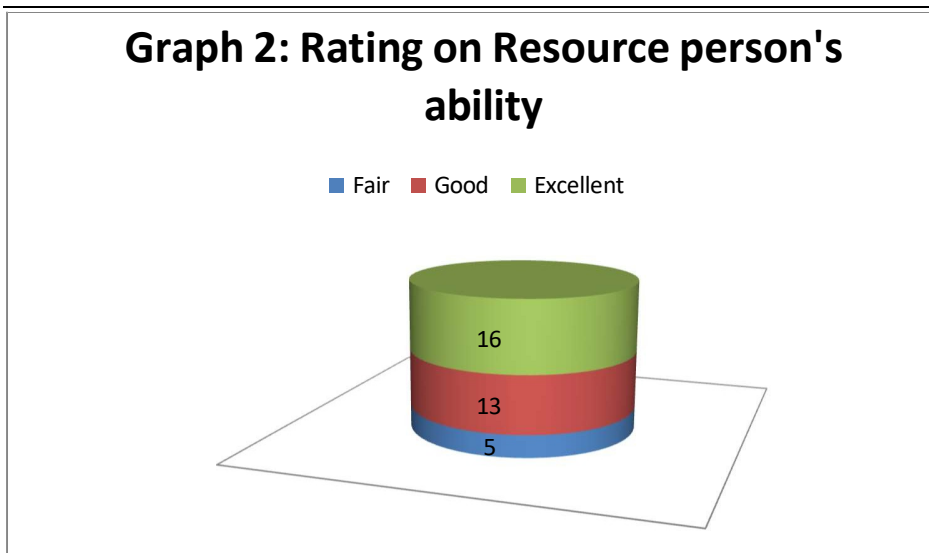
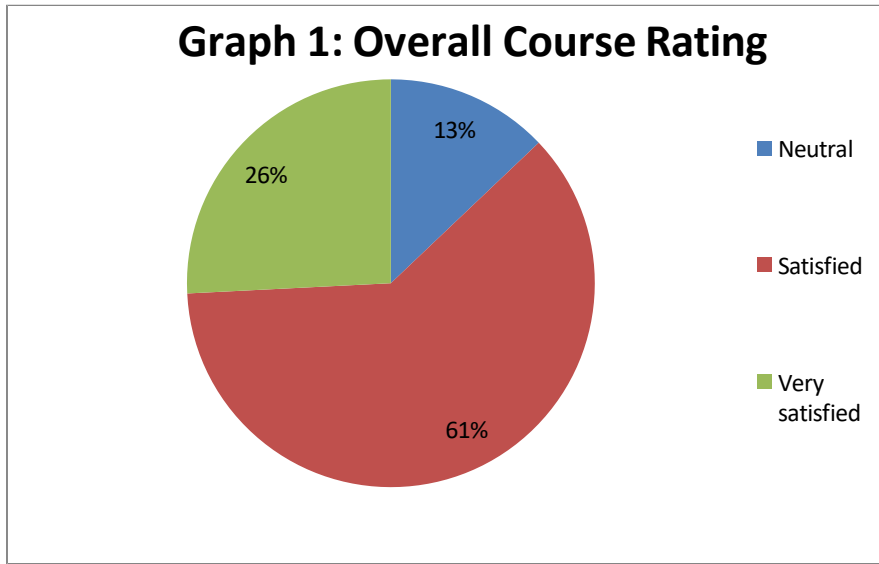


## Photographs



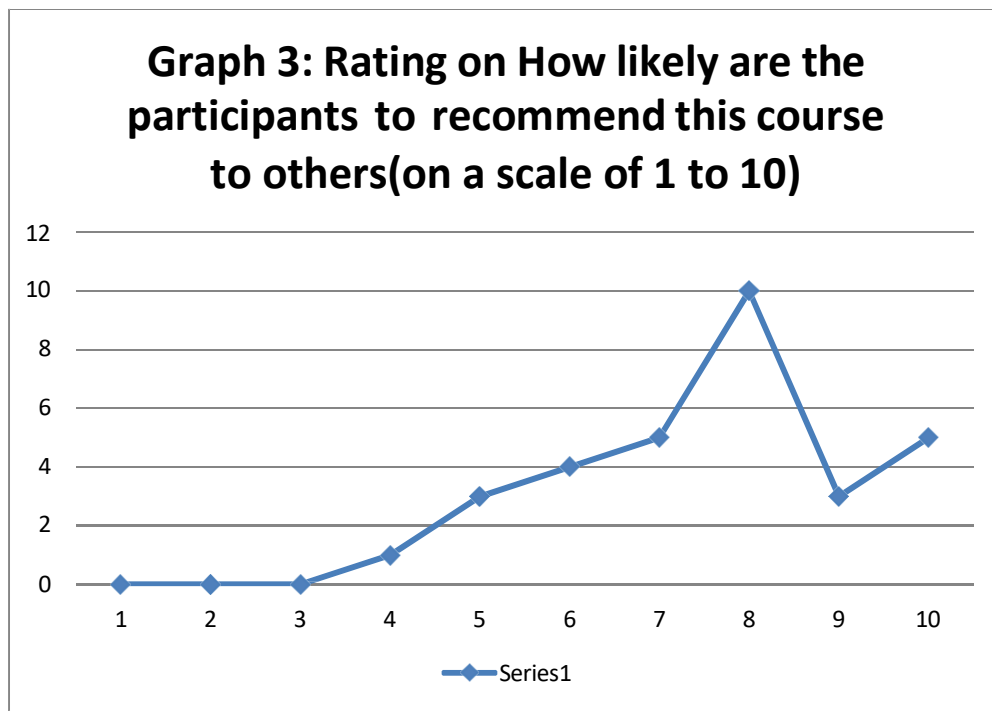
### Feedback Analysis

At the end, a feedback form was circulated amongst the 34 participants who have successfully completed the two weeks course; and as per the record, responses were received from 31 participants. Graphs and tables below highlight the nature of responses received.



On a scale of 1 to 10, how likely are you to recommend this course to others?

scale	No of participants	%
1	0	0.00
2	0	0.00
3	0	0.00
4	1	3.23
5	3	9.68
6	4	12.90
7	5	16.13
8	10	32.26
9	3	9.68
10	5	16.13
Total	31	100.00



Did the course materials (slides, handouts, etc.) adequately support your learning experience?

Nature of Response	Percent
Yes	45.16%
To some extent	54.84%



**Did the resource persons effectively encourage class participation, discussions and group activities?**

Nature of Response	Percent
Always	51.61%
Mostly	22.58%
Sometimes	25.81%

**How organized and structured was the course in terms of content delivery, pacing and sequence of topics?**

Nature of Response	No of Respondents	%
Extremely organised	7	22.58
Poorly organised	1	3.23
Well organised	23	74.19

**Was the course schedule and timing convenient for you?**

Nature of Response	No of Respondents	%
No	10	32.26
Yes	21	67.74

**Have you gained a better understanding of marketing fundamentals and consumer behaviour after completing the course?**

100% of the participants responded affirmatively

**Would you like to attend more such courses?**

100% the participants responded positively.

**Outcome**

Before the commencement of the course the participants were familiarized with the course content, the procedure and qualifying criteria for procuring certification for the said course. For this the participants had to fulfill the pre mentioned attendance criteria along with undertaking the evaluation process, in the form of an MCQ test based on the course of study and in which the students fared well. During the presentations the participants were divided into 8 groups where they presented their Innovative ideas showcasing their products they would like to launch. It is here that we witnessed their creative marketing strategies. The question and answer session which involved deliberations and discussions between the resource persons, participants and the presenting group was a challenging and insightful session. The concluding remark which included suggestions and guidance by the resource persons was willingly accepted by them with more zeal and enthusiasm.

There were 112 participants who registered for the course, out of which only 34 participants could successfully complete the course. Analysis of responses received reveal that the participants have gained a better understanding about fundamentals of marketing and consumer behaviour. Majority of them are of the view that the entire course was well-structured and well-organized; and that they are

benefited from the course contents as well as resource persons' deliberation. They also stated that they will like to attend such type of courses in the future and recommend others as well to join. Hence, it may be said that the participants were satisfied with this two weeks short term course conducted by the Commerce Department.

The Short-Term Course on Fundamentals of Marketing and Consumer Behaviour was a resounding success, achieving its objectives of equipping participants with essential knowledge and skills in the field of marketing. The positive feedback received from participants underscores the value and relevance of this program. The program concluded with the valedictory function where the participants honestly shared their learning experiences from the program.

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