

## SCHOOL OF SOCIAL SCIENCES

**PROGRAMME CODE:** SS1B  
**PROGRAMME TITLE:** Certificate in Consumer Psychology and Advertising

### **OBJECTIVES:**

The broad objectives of the Certificate in Consumer Psychology and Advertising programme are as follows:

- The objective of this course is to familiarize the students with the advertising concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field.
- It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision-making in a variety of real life situations.
- Consumer psychology is the study of how people's thoughts, beliefs, perceptions and feelings influence their buying habits for services and goods.

**ELIGIBILITY:** Graduate in any stream (with at least one of the following subject – Psychology / Economics/ Sociology/Commerce) with II Class.

### **AGE LIMIT:**

As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission.

### **ADMISSION PROCEDURE:**

The admissions will be done as per merit in qualifying exam.

**SEATS:** 30 (reservation as per state Govt. rules).

**DURATION:** One Semester (Six Months).

### **FEE STRUCTURE:**

Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
		Boys	Girls		Boys	Girls
4500	2500	3300	3111	2500	12800	12611

- Caution money (Refundable) of Rs. 4000/- will be charged additionally.
- Alumni Fee of Rs. 500/- will be charged extra.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.

- Hostel Fee and Central Library Fee will be extra.

**PROGRAMME STRUCTURE:**

Code	Title	Credits (L T P)
<b>COURSES</b>		
SS1B-101	Principles of Consumer Psycholgooy (Core)	3 (2-1-0)
SS1B-102	Principles of Advertising (Core)	3 (2-1-0)
SS1B-103	Social Communication & Personality Development (Soft Skill)	2 (1-1-0)
SS1B-104	Project (Practical)	3(0-0-6)

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

**PROGRAMME OUTCOMES:**

- Developing of managerial and analytical skills covering both technical and business domains.
- Consumer psychologists use this information to develop marketing techniques for targeting potential new customers and for reaching out to them to buy products, and also to help companies maintain their current customers.

**PROGRAMME SPECIFIC OUTCOMES:**

- To develop the Consumer psychologists for study the buying habits of individuals, groups and organizations and the manner in which they select, pay for, use and dispose of products and services.