

## How to study Consumer Behaviour (MKT731) for MS program? A study guide for MS students

Welcome to the course Consumer Behavior with a course code MKT731. In this course you will learn lot of marketing concepts and interesting behaviors of consumer while buying and consuming the products. One must not forget that this is MS program course and requires more time and attention as compared to MBA or BS program. This course is designed with more research-centric approach for advance learning. So let's discuss how we we'll carry this course in the semester.

### From where can I watch video lectures?

In your course website, the lectures of consumer Behavior have been uploaded. Don't be confused with the course code of MKT530. Actually the basics are the same thus you are advised to watch the video lectures of MKT530 for learning purposes and contents. For your reference I would like to share a notification for students of MS which is written below:

"Please note that all the courses offered for MBA (Equivalent to MS) / Master of Science in Business Administration (MSBA) degree programs have been allocated course codes of seven hundred (7xx) series w.e.f. semester Spring 2013."

Original VU Course Code	MBA (Eq. to MS) / MSBA Code	Course Title	Credit Hours
MKT530	MKT731	Consumer Behaviour	3

The video lectures of MKT530 are scheduled on every Monday, Wednesday and Friday. Lecture watching is mandatory as it gives you in-depth understanding of the concepts. Be vigilant about the current lesson opening.

### Is there any Difference between MKT530 and MKT731 study approach?

Yes, there is a difference between the study approach of MKT530 and MKT731. For MKT731 instead of handouts, we'll follow the book. The details of recommended books have been uploaded in the tab "Books" in your course website. You are strongly advised to purchase your own book and start reading as per the topics covered in Video lectures.

For your reference, the video lectures PPTs are available in download section of VULMS.

One more difference, the graded activities will be based more on research articles and case studies. Strict policy against plagiarism will be adopted while grading the activities.

### From where can I find the reading material?

First, the book is strongly recommended. Secondly, the additional reading material will be uploaded in lesson contents and in the download section. Reading is critical and essential for your advance learning.

### From where can I find the course calendar?

The course calendar is available in the tab "overview" and will be updated as per the requirements.

### To whom can I write?

In case if there is any ambiguity related to video lecture, post your question on Moderate Discussion Board. Other than lesson related problems, feel free to write at [mkt731@vu.edu.pk](mailto:mkt731@vu.edu.pk).

I am sure this study guide will remove the ambiguities, still if any, feel free to write.

Have a happy learning!

Regards

Instructor  
Consumer Behaviour  
MKT731