

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

L	T	PW	C
1.5	-	-	1.5

Course Code	MFT5SEMM04 MBM5SEMM04 MFB5SEMM04
Course Title	Contagion Marketing

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Identify the psychological processes shape social epidemics
2. Discuss interpersonal processes or interactions between individuals drive success
3. Analyze patterns of social ties that influences success

Syllabus

Teaching Hours

<p>Unit I: Psychological Variables</p> <ul style="list-style-type: none"> • Introduction and Overview • Psychological Variables relating to Contagion Marketing • Social Contagion • Acceptability of an Idea • Environmental Cues & Triggers 	05
<p>Unit II: Diffusion Process</p> <ul style="list-style-type: none"> • Diffusion • Imitation • Divergence & relevance of consumption • Buzz Marketing 	05
<p>Unit III: Managing Contagion</p> <ul style="list-style-type: none"> • Social Network • Meme • Social Bonding • Managing Contagion 	05

Suggested Readings:

1. Rogers, E., The Diffusion of Innovation, The Free Press.
2. Heath, C., & Heath, D., Made to Stick: Why Some Ideas Survives and Some Others Die, Random House.
3. Gladwell, M., Tipping Point: How Little Things Can Make a Big Difference.

w.e.f. Academic Year 2019-20 and onwards.