



**College of Commerce
Division of Economic and Financial Studies
Department of Business**

MKTG815 CONSUMER BEHAVIOUR

Unit Outline Semester 1, 2008

Lecture: Tuesdays 12pm - 3pm, E5A 116

Unit Convenor: Cynthia Webster

Students in this unit should read the Unit Outline carefully at the beginning of the semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.

ABOUT THIS UNIT

MKTG815 is a 4 credit point unit. This unit examines the external and internal factors that influence people's behaviour in a purchase situation. It provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, anthropology and economics. Topics covered include: marketer and consumer views of consumer behaviour; market segmentation and product positioning; understanding consumer motivation; consumer personality, values and involvement; consumer perception; consumer learning; brand loyalty; consumer attitudes and attitude change; cultural, class, situational and household influences on the consumer; advertising's influences on the consumer and; pre-purchase, purchase and post-purchase decision processes of the consumer.

TEACHING STAFF

Convenor: Cynthia Webster Email: cynthia.webster@mq.edu.au
Office: E4A 640 Ph: 9850 7472
Consultation: Tuesdays 3pm to 5pm

CLASSES

Lecture Time: Tuesday 12pm to 3pm in E5A 116

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Soloman, M.R., Dann, S., Dann, S., Russell-Bennett, R. 2007. Consumer Behaviour: Buying, Having, Being. Pearson Prentice Hall: Australia

UNIT WEB PAGE

The web page for this unit can be accessed through the following link: <http://learn.mq.edu.au>

LEARNING OUTCOMES

On successful completion of this course, you will be able to:

- discuss the rationale for studying consumer behaviour
- identify and explain factors which influence consumer behaviour
- demonstrate how knowledge of consumer behaviour can be applied to marketing

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop skills in the following:

- working in teams
- taking responsibility for the students own learning

TEACHING AND LEARNING STRATEGY

This unit is taught using lectures and "application activities" (whole-of-class tutorials). Students are expected to read in advance of lectures, and participate in application activities.

LECTURE PROGRAM

Week	Date	Topics	Activities
1	26/2	Consumers in the marketplace Ch 1	Introduction & group formation
2	4/3	Personality, lifestyles and age Chs 6 & 15	SUBJECTIVE PERSONAL INTROSPECTION
3	11/3	The Self Perception Ch 5 Ch 2	ASSOCIATIVE NETWORKS
4	18/3	Learning & memory Ch 3	1: PERCEPTUAL MAP
5	25/3	Motivation & Values Attitudes Ch 4 Ch 7	Group presentation & assignment
6	1/4	Attitudes Ch 8	2: PSYCHOGRAPHIC ANALYSIS
7	8/4	Individual decision making Ch 9	Group presentation & assignment
<i>Mid-semester Break</i>			
8	29/4	Buying and disposing Ch 10	3: HIERARCHICAL VALUE MAP
9	6/5	Groups & opinion leadership Household d'making Ch 11 Ch 12	Group presentation & assignment
10	13/5	Income & social class Ch 13	HUMAN BRANDING
11	20/5	Subcultures Ch 14	Major assignment due
12	27/5	Consumers and culture Chs 16 & 17	Review
13	3/6	Final Exam	

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The following table shows the proportion of marks for each piece of assessment. **You must pass the final exam to pass the unit.** If you do not pass the final exam your Standardised Numerical Grade will reflect your performance in the final exam and not the whole of the unit.

Assessment Item	Related Learning Outcomes	Weighting (%)	Due Date
Group Presentation and Assignment	2,3,4	15%	Wks 4, 6, 9, 11
Major Assignment	1,2,3,4	25%	Wk 11
Examination: Formal	1,2,3,4	60%	Wk 13

DETAILS OF ASSESSMENT

ACTIVITIES (GROUP)

Activities involve the practical application of consumer behaviour theory, tools and techniques and will be undertaken by all students in groups. Students are required to work in groups and contribute to the discussion.

For each activity, groups will be asked to apply the task to a specific product category, brand and/or market segment. Groups will orally present and submit a written assignment of their activity. The written assignment is to be submitted at the same time as the presentation.

The *presentation* will develop your ability to analyse a topic of vital importance to consumer decision-making. You are required to marshal your thoughts and ideas, and communicate them via a verbal presentation to other students of the Course. You are required to utilise your analytical skills in order to apply theory to consumer decision-making situations. It is expected you will additional journal article searches to analyse the topic. You will be assessed on your presentation style, the theoretical and application content, the structure of your presentation, and your ability to involve the class. *Length = 15 minutes plus discussion.*

The *assignment* is to be conducted in report format. *Length = 1,500 words plus diagrams etc.*

EXERCISES:

Exercises examine the application of consumer behaviour theory, tools and techniques to developing marketing strategy.

1: PERCEPTUAL MAP (*Group work to be conducted by all students*)

The purpose of this exercise is to understand and identify the utility of perceptual maps to marketing strategy and consumer behaviour.

Group presentation & assignment: allocated groups

Your group will choose a product category. Your task is to:

1. Develop a perceptual map for brands in your chosen product category.
 - ◆ Identify key dimensions that illustrate consumers' perceptions of the brand and justify.
 - ◆ Discuss the relationship of brands within the perceptual map and implications for consumer behaviour (relate specifically to your product category).
 - ◆ Discuss how organisations can incorporate perceptual maps into marketing strategy for specific brands (relate specifically to your product category).

2: PSYCHOGRAPHIC ANALYSIS (*Group work to be conducted by all students*)

The purpose of this exercise is to understand and identify the utility of psychographic analysis to marketing strategy and consumer behaviour.

Group presentation & assignment: allocated groups

Your group will choose a brand. Your task is to:

- ◆ Describe the personality of the brand and compare to other high-image brands within the brand's product category.
- ◆ Describe and categorise the lifestyle/s of the brand user.
- ◆ Discuss the effect of the brand within the broader consumption category.

3: HIERARCHICAL VALUE MAP (*Group work to be conducted by all students*)

The purpose of this exercise is to understand and identify the utility of hierarchical value maps to marketing strategy and consumer behaviour.

Group presentation & assignment: allocated groups

Your group will choose a product category. Your task is to:

- ◆ Develop a hierarchical value map for two (2) brands within your chosen product category. Ensure the two brands are sufficiently differentiated from one another.
- ◆ Discuss the relationship between product attributes and consumer end-states and the hierarchical nature of the value map you have developed.
- ◆ Discuss the utility of hierarchical value maps for marketing strategy (relate specifically to your chosen product category)

MAJOR ASSIGNMENT (GROUP)

Word limit: 4,000 words, plus diagrams, illustrations and references. Details provided in Week 2.

EXAM (INDIVIDUAL)

The final exam is comprehensive and will cover materials from the entire course. The exam aims to demonstrate your knowledge complete and comprehensive understanding of the course, as well as your interpretive and analytical ability. The exam is a two and a half (2.5) hour exam held in Week 13.

Details of the exam will be given closer to the exam date.

The final exam will be held in the last class of semester. You will be allowed to take one A4 page of your own notes into the final exam. You may write as much or as little as you want, use one or both sides, write in English or any other language. No other aids will be allowed into the exam. The exam will contain a multiple-choice section and a written section. **You must pass the final exam to pass the unit. If you do not pass the final exam your Standardised Numerical Grade will reflect your performance in the final exam and not the whole of the unit.**

Students who doubt their ability to answer questions in English should seek help early in the semester. See the section on student support at the end of this outline.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCons.pdf> If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark. For an explanation of the policy see.

<http://www.mq.edu.au/senate/issues.html>

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.