Year and Semester: 2012, Semester 1

Unit convenor: Dr. Yimin (Stephanie) Huang

Credit points: 4

Students in this unit should read this unit guide carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult the lecturer of the unit.

ABOUT THIS 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, cultural anthropology and economics. These components of a consumer's psychological and socio-economic profile are considered as influences in determining marketing initiatives.

TEACHING STAFF

- Lecturer: Dr. Yimin (Stephanie) Huang (stephanie.huang@mq.edu.au; 9850-8496)

CONTACTING STAFF

- Consultation times: 3pm-4pm, Thursday, Room450, Building E4A
- You are encouraged to seek help in person during regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct consultations by email. You may, however, phone staff during their consultation hours.
- Students experiencing significant difficulties in the unit must seek assistance immediately.

CLASSES

- Number and length of classes: 3 hours face-to-face teaching per week for 13 weeks, consisting of lectures and student presentations
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
- Students are expected to participate in lectures. Attendance will be taken in class.
• Warning: You MUST attend 11 of the 13 lectures. Failure to do so will lead to a major deduction in your overall marks.

• To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class. Work-related reasons are NOT accepted for your absence.

• You are expected to arrive on time and not to leave until the class ends.

**REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

• **Prescribed textbook:**
  

  The prescribed textbook can be purchased from the Macquarie University Co-op Bookshop.

• **Supplementary readings:**
  
  Supplementary readings will be posted on the course website at: https://ilearn.mq.edu.au/login/MQ/

• Students should also consult a wide range of journals, such as the following:

  **Newspapers/Magazines**
  - Business Review Weekly
  - Australian Financial Review
  - The Australian (Marketing section)
  - B&T Magazine
  - Marketing
  - Sydney Morning Herald (Business section)

  **Academic Journals**
  - Journal of Marketing
  - Harvard Business Review
  - Journal of Consumer Research
  - Psychology and Marketing
  - Journal of Consumer Culture
  - Journal of Business Research
  - Journal of Services Marketing
  - European Journal of Marketing

**UNIT WEB PAGE**

• Course materials, including lecture notes, supplementary readings, project guide and course-related announcements, are available on iLearn at: https://ilearn.mq.edu.au/login/MQ/

**LEARNING OUTCOMES**

Upon successful completion of this unit, students should be able to:

1. Recognize and understand key concepts and theories discussed in the consumer behaviour literature
2. Gain practical knowledge and experience on conducting consumer research
3. Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours
4. Apply the above knowledge and skills to develop effective marketing strategies

**GRADUATE CAPABILITIES**

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to learning by helping students develop capability 2 below.

1. Learn to apply marketing principles and tactics in local and global markets for organizations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).
2. **Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.**
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.
4. Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.
5. Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.
6. Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximize a company’s chances of achieving a sustainable competitive advantage.

In addition to the discipline based learning objective above, Macquarie University also seeks to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping students develop generic skills 1, 2 and 7 below.

1. **Critical, Analytical and Integrative Thinking**
2. **Problem Solving and Research Capability**
3. Creative and Innovative
4. Effective Communication
5. Engaged and Ethical Local and Global Citizens
6. Socially and Environmentally Active and Responsible
7. **Capable of Professional and Personal Judgment and Initiative**
8. Commitment to Continuous Learning
LEARNING AND TEACHING ACTIVITIES

- The unit is delivered on a lecture-and-tutorial base. During lectures, consumer behaviour theories and concepts will be introduced and discussed in combination with case studies. During tutorials, students will obtain consultation on the project, present their allocated projects and be involved in the class discussion.
- Students are expected to be engaged learners and active participants in class activities. To contribute fully to the class, students are expected to read in advance and follow current development in consumer-related market trends.
- The lecture notes will be posted on iLearn at http://learn.mq.edu.au.au on a weekly basis. It is NOT allowed to record (video or tape) lectures nor tutorials.

COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Readings</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Part I Overview of Consumer Behaviours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (1st Mar.)</td>
<td>Introduction to the course</td>
<td>Chapter 1, Textbook</td>
<td>Breaking the ice</td>
</tr>
<tr>
<td></td>
<td>Introduction to consumer behaviour and marketing strategies</td>
<td></td>
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</tr>
<tr>
<td>2 (8th Mar.)</td>
<td>A framework for consumer analysis</td>
<td>Supplementary readings</td>
<td>Grouping</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Group project brief</td>
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<tr>
<td></td>
<td>Part II Understanding Consumer Decision-Making Processes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 (15th Mar.)</td>
<td>Consumers’ pre-purchase experiences</td>
<td>Chapters 2-5, Textbook</td>
<td>Class test brief</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Consultation on the group project</td>
</tr>
<tr>
<td>4 (22nd Mar.)</td>
<td>Consumers’ purchasing and post-purchase experiences</td>
<td>Chapters 6&amp;7, Textbook</td>
<td>Submission of proposal for the group project</td>
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<tr>
<td></td>
<td>Part III Understanding Internal Influences to Consumers</td>
<td></td>
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</tr>
<tr>
<td>5 (29th Mar.)</td>
<td>Perception</td>
<td>Chapter 8, Textbook; Supplementary readings</td>
<td>Class Test</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Feedback to the group project proposal</td>
</tr>
<tr>
<td>6 (5th Apr.)</td>
<td>Learning and memory</td>
<td>Chapters 9, Textbook; Supplementary readings</td>
<td>Progress report on the group project</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Consultation on the group project</td>
</tr>
<tr>
<td>Mid-Semester Break (9th Apr.—20th Apr.)</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>7 (26th Apr.)</td>
<td>Motivation, personality and emotion</td>
<td>Chapter 10, Textbook; Supplementary readings</td>
<td>Submission of Stage 1 report of the group project</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Consultation on the group project</td>
</tr>
<tr>
<td>8 (3rd May)</td>
<td>Attitude</td>
<td>Chapter 11, Textbook; Supplementary readings</td>
<td>Feedback to Stage 1 report</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Reading</td>
<td>Notes</td>
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<tr>
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<td>--------------------------------------------------------------</td>
<td>-----------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td>9 (10th May)</td>
<td>Lifestyle, group/social influence and culture</td>
<td>Chapters 12-16, Textbook</td>
<td>Progress report on the group project (submission of the video to discuss) Consultation on the group project</td>
</tr>
<tr>
<td>10 (17th May)</td>
<td>Situational influence</td>
<td>Supplementary readings</td>
<td>Progress report on the group project Consultation on the group project</td>
</tr>
</tbody>
</table>

**Part V Group Presentations**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 (24th May)</td>
<td>Group presentations</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Part VI Consumer Analysis and Marketing Strategies**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 (31st May)</td>
<td>How does the knowledge of consumers help with our marketing strategies?</td>
<td>Supplementary readings</td>
<td>Feedback to the group presentation Consultation on the group project</td>
</tr>
<tr>
<td>13 (7th Jun.)</td>
<td>Brief on Final Examination Submission of Final report of the group project</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**RESEARCH AND PRACTICE**

This unit is heavily research based.

- Students are required to read journal articles drawing on academic research conducted by leading international scholars in marketing
- Students are required to apply research findings in their assignments
- Students are required to conduct their own research in their assignments

**RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

The components of the assessment of this course are listed on the following page.
<table>
<thead>
<tr>
<th>Description</th>
<th>Class Test</th>
<th>Group Project</th>
<th>Final Examination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>40-minute close-book written test based on all materials covered in weeks 1 to 4</td>
<td>Consumer behaviour project involving sequential tasks of essay and reports (30%) as well as group presentation (10%)</td>
<td>3-hour close-book written test based on all materials covered in weeks 5 to 12 (excluding the content in week 11)</td>
</tr>
<tr>
<td><strong>Due date</strong></td>
<td>Week 5</td>
<td>Weeks 4, 7, 11 and 13</td>
<td>Please check the exam timetable for location and time</td>
</tr>
<tr>
<td><strong>% Weighting</strong></td>
<td>20%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Marking criteria/standards/expectations</strong></td>
<td>An early-warning test to see if you have been studying</td>
<td>Research component; Quality of analysis; Level of creativity; Presentation skills</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Submission method</strong></td>
<td>In class</td>
<td>In class</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Feedback</strong></td>
<td>Mark</td>
<td>Marks with comment</td>
<td>Mark</td>
</tr>
<tr>
<td><strong>Estimated student workload</strong></td>
<td>20 hours</td>
<td>40 hours</td>
<td>40 hours</td>
</tr>
<tr>
<td><strong>Learning outcomes assessed</strong></td>
<td>Recognize and understand key concepts and theories discussed in the consumer behaviour literature</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Graduate capabilities assessed</strong></td>
<td>Gain practical knowledge and experience on conducting consumer research</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Demonstrate the ability to identify, discuss and analyse market trends and problems related to consumer behaviours</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Apply the above knowledge and skills to develop effective marketing strategies</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Graduate capabilities assessed</strong></td>
<td>Critical, Analytical and Integrative Thinking</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Problem Solving and Research Capability</td>
<td>5</td>
<td>5</td>
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<tr>
<td></td>
<td>Capable of Professional and Personal Judgement and Initiative</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>20</td>
<td>40</td>
<td>40</td>
</tr>
</tbody>
</table>
Note:
- Late submission will result in 10% per day penalty.
- Students must attend at least 11 lectures to be allowed to take the final examination.
- Students must achieve a passing grade or above in the final examination to pass the course.
- Lecture attendance will be recorded each week and used to moderate students’ final overall scores for this unit.

- **Class Test (20%)**
  This is an in-class quiz in Week 5 that covers all the materials in the first 4 weeks. Students may only sit for this quiz once. Failure to sit for the quiz will result in a zero grade for this assessment. Students who fail this mid-session quiz will be counselled as an early warning that they have to work harder in this unit. Brief on the Quiz will be provided in class in Week 3.

- **Group Project (40%)**
  The group project puts students into a real-world scenario to apply what has been discussed and learned in class. It aims to provide a training opportunity for students to build and refine their cognitive and analytical skills to detect, evaluate and respond to market trends that influence consumer behaviours. The project is composed of **four sequential tasks of different types**, each of which will be formally assessed. Each task offers an opportunity to learn and practise particular knowledge and skills. Students are required to work in a group consisting of approximately 4 members. Details of this project are provided as a separate document of **Project Brief** available on the course website. A peer review will be conducted at the completion of this project, the result of which will help to determine individual scores for the group project. The peer review form is attached in Appendix I in the end of this unit outline.

- **Final Examination (40%)**
  A final examination is included as an assessment task for this unit to provide assurance that:
  i) the product belongs to the student and
  ii) the student has attained the knowledge and skills tested in the exam.

  A 3-hour final examination for this unit will be held during the University Examination period.

  The University Examination period in the First Half Year 2012 commences on the 12th of June.

  You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations. [http://exams.mq.edu.au/](http://exams.mq.edu.au/)
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. The University’s policy on special consideration process is available at: 
http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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. (Individual Faculties may wish to signal when the Faculties’ Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: 
http://www.mq.edu.au/policy/docs/examination/policy.htm

**ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at: 
http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

**GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction
D - Distinction
CR - Credit
P - Pass
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at: 
GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/policy.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Support Services. Details of these and other services for students can be accessed at: http://www.student.mq.edu.au

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when using University IT facilities. The following regulations apply to the use of computing facilities and online services:

● Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved units is deemed inappropriate.
● Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.
Appendix I

MKTG815 – CONSUMER BEHAVIOUR
PEER CONTRIBUTION EVALUATION SHEET
S1, 2012

Your Name: ______________________________
Your Group: ______________________________

<table>
<thead>
<tr>
<th>Please list the names of your group members (including yourself)</th>
<th>% contribution (total = 100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other comments: (about your group, the subject, your topic, etc)

___________________________________________________________________
___________________________________________________________________
___________________________________________________________________
___________________________________________________________________
___________________________________________________________________

PLEASE NOTE:
These % scores will be tallied for each individual and averaged before your final mark from the project is awarded. This means that it is possible for different members of the same group to be awarded different marks due to the scores received in the individual assessment.

Please also note that if a group member appeals, the contribution forms of other group members may be shown to justify marks. If you are going to award a group member a lower percentage contribution you may be required to supply evidence to justify your actions.