



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

MKTG203

CONSUMER BEHAVIOUR

UNIT OUTLINE

First Semester, 2005

Lecture: Wednesdays 6-8pm, X5BT1

Unit Convenor: Gordon Brooks

Prerequisites: BBA101 or MKTG101; entry to BIntBus or BeBus or BHRM or 6 credit points at 100-level with ECON prefix

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.

Student Resource Centre
Division of Economic and Financial Studies
MACQUARIE UNIVERSITY



ABOUT THIS UNIT

MKTG203 is a 3 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, cultural anthropology and economics. Topics covered include: marketers' and consumer views of consumer behaviour; market segmentation and product positioning; understanding consumer motivation; consumer personality, values and involvement; consumer perception; consumer learning; habit and brand loyalty; consumer attitudes and attitude change; cultural, class, situational and household influences on the consumer; salesperson's and advertising's influences on the consumer and; pre-purchase, purchase and post-purchase decision processes of the consumer. In addition the unit aims to impart an understanding of demographic dynamics in consumer behaviour, providing Global and Australian perspectives of the demographic factors that have determined the current size of markets and the demographic dynamics that will affect their likely future make up; differences in market size and per capita purchasing power in terms of exchange rates and purchasing power parities, and; the demographic structure of the Australian market and its likely future make up.

TEACHING STAFF

Convenor - Gordon Brooks gbrooks@efs.mq.edu.au
Room C5C-333 Ph. 9850 7472
Consultation: Tuesdays 3pm to 5pm

Jo. Martins jmartins@efs.mq.edu.au
Consultation arrangements will be advised in lectures.

CLASSES

Lecture Time: Wednesday 6-8 pm in X5BT1
Applications Lecture Time: Thursday 6-7 pm in E7B Mason