



# MKTG715

## Advanced Consumer Decision-making

S2 Evening 2019

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Unit Convenor, Lecturer

Dr Nazia Nabi

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Contact via email

Room 223, Building E4A

Monday 11.00am to 12.00pm

Credit points

4

Prerequisites

Admission to MRes

Corequisites

Co-badged status

MKTG815 Consumer Behaviour

Unit description

For marketers, understanding how buyers and consumers behave is an integral part of identifying their needs, and developing effective marketing strategies. Consumer decision-making and the popular use of the term consumer behaviour refers to the decision-making processes and behaviours of consumers. Understanding consumer behaviour enables marketing managers to critically analyse their potential or current target markets and design strategies tailored to meet their needs. The focus of this unit is on developing students' knowledge of consumer decision-making processes and the factors that influence consumers' decisions, purchases and consumption of products and services. The unit will help students identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase. The unit will develop students' theoretical and applied knowledge of consumer behaviour theories and concepts in order to analyse, explain and predict consumers' behaviour. The unit will help students to identify stimuli that can be used to influence consumers' decision-making, purchases and consumption via marketing strategies.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

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

Critically evaluate the current consumer decision-making literature.

Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.

Identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase.

Analyse, explain and predict consumer decision-making with the support of theoretical and applied knowledge of consumer behaviour.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>AT1: Analysis of Literature</u></a>	30%	No	Week 6 Friday 11:55pm
<a href="#"><u>AT2: Case Study Analysis</u></a>	30%	No	Week 8 Friday 11:55pm
<a href="#"><u>AT3: Brand Analysis Report</u></a>	40%	No	Week 13 Friday 11:55pm

### AT1: Analysis of Literature

Due: **Week 6 Friday 11:55pm**

Weighting: **30%**

Assessment Summary

Task Description

The Analysis of Literature is an assessment task that will assess students' ability to critically analyse literature on a specific topic of consumer decision-making and communicate them via report. The Analysis of Literature is based on scholarly journal article research, theory and critical evaluation/synthesis (not mere description) of the literature. This assessment task will focus on the theoretical underpinnings of the research articles reviewed (and not just the results), a coherent and structured description of the literature, the reviews of gaps or weaknesses in prior research and show arguments and capacity to constructively criticise existing literature.

Type of Collaboration Individual Submission Please submit via Turnitin Link on iLearn. Format Please refer to the iLearn unit page Length 2,500 ± 10% words Inherent Task Requirement Students must review at least ten (10) articles from academic journals.

On successful completion you will be able to:

- Critically evaluate the current consumer decision-making literature.
- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Identify, synthesise and critically evaluate how consumers perceive marketing stimuli

and make decisions to purchase.

- Analyse, explain and predict consumer decision-making with the support of theoretical and applied knowledge of consumer behaviour.

## AT2: Case Study Analysis

Due: **Week 8 Friday 11:55pm**

Weighting: **30%**

### Assessment Summary

**Task Description** The Case Study Analysis is an assessment task that will assess students' ability to analyse a case, marshal their thoughts and ideas and communicate them via report. The aim of Case Study Analysis is to apply theory to solve the case and answer the case questions. Students will be assessed on the identification of relevant consumer behaviour theory/concepts that they have selected; depth of their understanding and research/analysis skills in applying these theories/concepts to the case study and inclusion of other examples to support their assertions. **Type of Collaboration** Individual **Submission** Please submit via Turnitin Link on iLearn. **Format** Please refer to the iLearn unit page **Length** 2,500 ± 10% words **Inherent Task Requirement** Students must identify at least TWO (2) consumer behaviour theories/concepts which directly relate to the issues discussed in the case study. Selection of specific case will be discussed in the lecture. Detailed guidelines for this assessment task will be placed on iLearn.

On successful completion you will be able to:

- Critically evaluate the current consumer decision-making literature.
- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase.
- Analyse, explain and predict consumer decision-making with the support of theoretical and applied knowledge of consumer behaviour.

## AT3: Brand Analysis Report

Due: **Week 13 Friday 11:55pm**

Weighting: **40%**

### Assessment Summary

**Task Description** The Brand Analysis Report is an assessment task that allows students to develop through research a practically orientated project. The brand analysis offers the opportunity for students to tap into different aspects of the theories and concepts covered in the unit on an applied basis to develop a deeper understanding of key areas of consumer behaviour and decision-making and develop a report. **Type of Collaboration** Individual **Submission** Please

submit via Turnitin Link on iLearn. Format Please refer to the iLearn unit page. Length 3000 ± 10% Inherent Task Requirement Students must apply the concepts and theories of consumer behaviour they have learned during their study in this unit to a single brand. Students must reinforce their discussion with clear evidences (i.e. scholarly articles) that support, explain and critique consumer behaviour theories within the brand information that they have collected. Students must support their answers with a minimum of 5 high quality journal articles. Selection of brand will be discussed in the lecture. Detailed guidelines for this assessment task will be placed on iLearn.

On successful completion you will be able to:

- Critically evaluate the current consumer decision-making literature.
- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase.
- Analyse, explain and predict consumer decision-making with the support of theoretical and applied knowledge of consumer behaviour.

## Delivery and Resources

### Classes:

- Number and length of classes: 3 hours face-to-face teaching per week from week 1 to week 13. The timetable for the semester can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- 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. If students are not able to attend a class, application for a Special Consideration must be made. Work-related reasons are NOT accepted for your absence.
- The lecture slides will be posted on iLearn at <http://ilearn.mq.edu.au> on a weekly basis. It is NOT permissible to record (video or tape) lectures nor tutorials. However, Echo recordings of the lectures will be made available.
- You are expected to arrive on time and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer.

### Required reading - Textbook:

Consumer Behaviour: Buying, Having, Being (4th edition), Michael R Solomon, Rebekah Russell-Bennett and Josephine Previte, ISBN: 9781488616952, Publisher: Pearson Australia (a division of Pearson Australia Group Pty Ltd) 2019.

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

**Supplementary readings:** In addition to the textbook recommended above, students are also expected to be familiar with the key academic journals in the marketing discipline from which useful insights can be derived. In particular, students are encouraged to review relevant papers from the following high quality journals, newspapers and magazines:

**Academic journals:** • Journal of Marketing • Journal of Marketing Research • Marketing Science • Journal of Consumer Research • Journal of the Academy of Marketing Science • Journal of Consumer Psychology • International Journal of Research in Marketing • Journal of Advertising • Journal of International Marketing • International Journal of Advertising • Psychology and Marketing • Journal of Business Research • Marketing Theory • Marketing Letters • Journal of Marketing Communications • Journal of Marketing Theory and Practice • Journal of Services Marketing • Journal of Consumer Culture • European Journal of Marketing • Consumption Markets and Culture • Journal of Service Research

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

You can access these resources through the Library home page. Under 'research' select search for 'journals' and type the name of the journal. You can also access these via Google Scholar.

**Recommended Research Databases:** You should also familiarise yourself with key research databases available for access through the library. Databases recommended for your study in marketing include: • Ebscohost: ◦ Academic Search Elite ◦ Business Source Premier • Wiley Interscience • Scopus • Web of Science • Global Market Information Database • Google Scholar (only when logged in via the Macquarie University website) • Ulrich International Periodicals (for peer-reviewed journal checking)

**Technology Used and Required:** Students must be familiar with Microsoft Office software or equivalent. The unit's log on webpage address is <https://ilearn.mq.edu.au/>. To logon, you must first obtain a log on password from IT services or the library, then click through to MKTG815. Please check this site each week for updated/new lecture slides, other relevant course materials and announcements during the semester.

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)

- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

## Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](https://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](https://ask.mq.edu.au)



If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

#### Learning outcomes

- Critically evaluate the current consumer decision-making literature.
- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase.
- Analyse, explain and predict consumer decision-making with the support of theoretical and applied knowledge of consumer behaviour.

#### Assessment tasks

- AT1: Analysis of Literature
- AT2: Case Study Analysis
- AT3: Brand Analysis Report

### PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

#### Learning outcomes

- Critically evaluate the current consumer decision-making literature.



- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase.
- Analyse, explain and predict consumer decision-making with the support of theoretical and applied knowledge of consumer behaviour.

## **Assessment tasks**

- AT1: Analysis of Literature
- AT2: Case Study Analysis
- AT3: Brand Analysis Report

## **PG - Research and Problem Solving Capability**

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

## **Learning outcomes**

- Critically evaluate the current consumer decision-making literature.
- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase.
- Analyse, explain and predict consumer decision-making with the support of theoretical and applied knowledge of consumer behaviour.

## **Assessment tasks**

- AT1: Analysis of Literature
- AT2: Case Study Analysis
- AT3: Brand Analysis Report

## **PG - Effective Communication**

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

## **Learning outcome**

- Critically evaluate the current consumer decision-making literature.

## **Assessment task**

- AT1: Analysis of Literature