



MKTG1003

Consumer Behaviour

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Jana Bowden

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Contact via Email

Room 159, 3 Management Drive

After lecture Tuesday 3-5

Oliver Manlutac

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Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

An important aspect of marketing is to understand the heart and mind of consumers. Understanding why consumers think, feel and act the way that they do assists businesses in making strategic, sustainable and ethical marketing decisions. This unit develops students' knowledge about how to understand, interpret and influence consumers' behaviour. Students gain theoretical knowledge of the internal, psychological processes and external, environmental factors influencing consumer behaviour. Students learn about consumer needs and values, how consumers perceive products and brands, ways to measure attitudes and effect attitude change, how and why consumers decide to buy (or not buy), and the importance of culture and reference group influences. By the end of this unit, students have a much deeper and richer appreciation of how consumption not only affects our lives but also how our actions influence the way that we feel about ourselves and about one another.

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:

ULO1: Identify and articulate a range of external and internal influences on consumer behaviour.

ULO2: Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to consumption.

ULO3: Apply consumer behaviour knowledge to develop creative solutions to consumption decisions and practices acknowledging the ethical implications to society.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. There will be a **deduction of 10%** of the total available marks made from the total awarded mark for each **24 hour period** or part thereof that the submission is late. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Classes:

Each week there will be a 2-hour lecture and a 1-hour tutorial

One Required Textbook

Consumer Behaviour, 6th edition

Schiffman, St John's University Aron O'Cass, University of Tasmania Angela Paladino, University of Melbourne Jamie Carlson, University of Newcastle

ISBN-10: 144256153X ISBN-13: 9781442561533

*Please note the 5th edition is also acceptable however you will need to cross check your weekly reading content against the 6th edition.

Required Reading: Journal Articles

- Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K.P. and Weber, A., 2018. The many faces of sustainability-conscious consumers: A category-independent typology. *Journal of Business Research*, 91, pp.83-93.
- Olson, J. G., McFerran, B., Morales, A. C., & Dahl, D. W. (2016). Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices. *Journal of Consumer Research*, 42(6), 879-896.
- Reczek, R.W., Irwin, J.R., Zane, D.M. and Ehrich, K.R., 2017. That's not how I remember it: Willfully ignorant memory for ethical product attribute information. *Journal of Consumer Research*, 45(1), pp.185-207.
- Sheth, Jagdish N., Nirmal K. Sethia, and Shanthi Srinivas. 2011. Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39,1, 21-39.

Other Resources are available on the MKTG1003 iLearn website Technology Used and Required:

- Students are required to use power point, word processing and ilearn.

Unit Webpage:

- Course materials are available on the learning management system (iLearn)
- The web page for this unit can be found at: <http://ilearn.mq.edu.au>

The timetable for this unit can be accessed from this portal: <http://timetables.mq.edu.au>

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please refer to iLearn for full unit schedule details.

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-centr) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr>)

al). 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.*)

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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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 or if you are a Global MBA student contact 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) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact 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/.

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.