



MKTG7015

Advanced Consumer Behaviour

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff

Lecturer

Joseph Chen

joseph.chen@mq.edu.au

Room 144, 3 Management Drive, North Ryde Campus

Week 1 to 13-Wednesday 1 pm to 2pm, or by appointment

Credit points

10

Prerequisites

Admission to MRes

Corequisites

Co-badged status

MKTG8015

Unit description

Consumer behaviour is the study of factors that explain and predict consumers'consumers' consumption related behaviour. Understanding consumer behaviour and purchase decision making is an integral part of developing effective marketing strategies. Understanding consumers enables marketing managers to critically analyse their potential or current target markets and design strategies tailored to meet their needs. In this unit, students will develop knowledge of the theories, concepts, and principles of consumer decision-making and behaviour. Students will learn to apply and analyse consumer behaviour theories and conceptconcepts to solve marketing problems. Further, students will develop skills to identify marketing stimuli and explain how they influence consumers'consumers' decision-making, purchase, and consumption.

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

ULO2: Apply consumer behaviour theories and concepts to analyse and solve marketing problems.

ULO3: Identify marketing stimuli and explain how they influence consumers' decision-making, purchase and consumption.

ULO4: Synthesise relevant literature streams and conduct a research project

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:

- Number and length of classes: There will be 3-hour face-to-face teaching every week from week 1 to week 13. The lecturer will deliver a seminar and then organise a workshop each week. The timetable for the semester can be found on the University web site at: <http://www.time.tables.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 MKTG7015. Please check this site each week for updated/new lecture slides, other relevant course materials and announcements during the semester.

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

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.*)

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 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.

Changes since First Published

Date	Description
23/07/2020	NA

