



# MKTG8015

## Advanced Consumer Behaviour

Session 2, Special circumstance 2020

*Department of Marketing*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

#### **Notice**

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Lecturer

Joseph Chen

[joseph.chen@mq.edu.au](mailto:joseph.chen@mq.edu.au)

Contact via Email

Room 144, 3 Management Drive, North Ryde Campus

Week 1 to 13-Tuesday 1 pm to 2pm by Zoom

Credit points

10

Prerequisites

Admission to MMktg or MKTG696 or MKTG6096 or MGNT607 or MGNT609 or MKTG6009

Corequisites

Co-badged status

MKTG7015

Unit description

Consumer behaviour is the study of factors that explain and predict 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 concepts to solve marketing problems. Further, students will develop skills to identify marketing stimuli and explain how they influence 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.

## 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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Workshop activities</a>	20%	No	Ongoing
<a href="#">Case study analysis</a>	40%	No	Week 8, Sunday 11:59 pm
<a href="#">Consumer behaviour analysis report</a>	40%	No	Week 13, Sunday 11:59 pm

### Workshop activities

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Ongoing**

Weighting: **20%**

Workshop activities provide opportunities to internalise your learning. These activities also allow you to engage in discussions with your peers and share your thoughts, help you explain your points of view, and develop not only your own knowledge, but also assist your fellow classmates to gain a better understanding of the topic. The group component (10 marks) is based on weekly small group activities. The individual component (10 marks) is based on five 150-word answers to questions, or case study questions.

On successful completion you will be able to:

- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Apply consumer behaviour theories and concepts to analyse and solve marketing problems.

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

## Case study analysis

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 8, Sunday 11:59 pm**

Weighting: **40%**

The written case study analysis report will assess your ability to analyse a case, marshal your thoughts and ideas and propose solutions. The aim of case study analysis is to apply theory to solve the case and answer the case questions. You have to provide a 2500 words $\pm$ 10% written analysis.

On successful completion you will be able to:

- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Apply consumer behaviour theories and concepts to analyse and solve marketing problems.

## Consumer behaviour analysis report

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **Week 13, Sunday 11:59 pm**

Weighting: **40%**

Consumer behaviour analysis report enables you to apply the concepts and theories of consumer behaviour to a single product/brand. This assignment allows you to analyse consumer behaviours and develop your discussion with clear evidences (i.e. scholarly articles) that support, explain and critique consumer behaviour theories within the product/brand information that you have collected. You have to provide a 3000 words  $\pm$ 10% written report.

On successful completion you will be able to:

- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Identify marketing stimuli and explain how they influence consumers' decision-making,

purchase and consumption.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

## Delivery and Resources

### Classes:

- Number and length of classes: The lecturer will deliver a one-hour seminar and then organise a workshop each week. Students need to work with group members to solve tasks before each workshop. 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 and workshop instructions 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 workshops.
- **You are expected to attend seminars and workshops 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 MKTG8015. Please check this site each week for updated/new lecture slides, other relevant course materials and announcements during the semester.

## Unit Schedule

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](http://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](http://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](http://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.