



MKTG1003

Consumer Behaviour

Session 1, Special circumstances 2021

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	6
<u>Changes from Previous Offering</u>	7

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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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

Unit Convenor

Jana Bowden

jana.bowden@mq.edu.au

Contact via Contact via Email

Zoom via appointment Wednesday 12pm-2pm

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 analyse and apply consumer behaviour theory to real-world

consumption experiences.

ULO3: Apply consumer behaviour theory to develop creative solutions to consumption decisions acknowledging ethical implications for society.

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
Practice-based tasks	20%	No	Week 2, 3 4, 5, 6
Case Analysis	30%	No	Week 8
Case Analysis	50%	No	Week 13

Practice-based tasks

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 10 hours

Due: **Week 2, 3 4, 5, 6**

Weighting: **20%**

There will be a series of five practice-based tasks assigned throughout the semester. These will consist of 2 x 150 word length posts to the weekly discussion forum for the allocated weeks.

On successful completion you will be able to:

- Identify and articulate a range of external and internal influences on consumer behaviour.
- Critically analyse and apply consumer behaviour theory to real-world consumption experiences.

Case Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 15 hours

Due: **Week 8**

Weighting: **30%**

There will be one written case based task of 1200 words. This assessment targets the development of students understanding of core consumer behaviour as it applies to real world consumption behaviour. It focuses on enhancing critical thinking skills and encourages students to understand the complex nature of consumer behaviour.

On successful completion you will be able to:

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

Case Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 25 hours

Due: **Week 13**

Weighting: **50%**

This 2,000 word case based assessment, targets the development of students' understanding of core consumer behaviour theories and concepts as they apply to real world consumption behaviour. It focuses on enhancing critical thinking skills and encourages students to understand the complex nature of consumer behaviour.

On successful completion you will be able to:

- Identify and articulate a range of external and internal influences on consumer behaviour.
- Critically analyse and apply consumer behaviour theory to real-world consumption experiences.
- Apply consumer behaviour theory to develop creative solutions to consumption decisions acknowledging ethical implications for society.

¹ 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.

² 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

One Required Textbook

Consumer Behaviour, 6th edition - can be purchased as a physical book, e-book or rented from the Pearson publishing website

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

Delivery Format & Timetable

Each week there will be a lecture(s) uploaded to Echo. There will also be a tutorial summary uploaded to Echo by the Head Tutor for that week each week for all students to access. If you are enrolled on-campus please also attend your live tutorial. If you are enrolled online please also attend your live zoom session. These video resources will be available under each of the weekly tabs on iLearn.

LECTURE SCHEDULE Week 1 Introduction to Consumer Behaviour, Chapter 1; Week 2 Mindful Consumption, Readings: Sheth et al. (2011), Balderjahn et al. (2018), Olson et al (2016), Reczek et al (2017); Week 3 Market Segmentation, Chapter 2; Week 4 Needs and Motivations, Chapter 3; Week 5 Self Concept and Perception, Chapter 4; Week 6 Perception, Chapter 5; Week 7 Digital Marketing, Readings, no text chapter; Week 8 Attitudes, Chapter 7; Week 9 Social Influences, Chapter 8; Week 10 Culture, Chapter 11; Week 11 Learning, Chapter 6; Week 12 Decision Making, Chapter 14;

Week 13 Review of course

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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 from Previous Offering

Changes have been made to;

1. Titles of assessments
2. Length of assessments

