# MKTG7015

## Advanced Consumer Behaviour

Session 1, Special circumstances 2021

*Department of Marketing*

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**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/lecturer
Joseph Chen
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 appointment

Credit points
10

Prerequisites
Admission to MRes

Corequisites

Co-badged status
This unit is co-badged with 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:** Identify marketing stimuli and explain how they influence consumers' decision-making, purchase and consumption.

**ULO3:** Synthesise relevant literature streams and conduct a research project

# 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 |
|---|---|---|---|
| Workshop activities | 20% | No | Ongoing |
| Literature Review | 40% | No | Week 8 |
| Consumer behaviour analysis report | 40% | No | Week 13 |

## Workshop activities

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 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.

- Synthesise relevant literature streams and conduct a research project

## Literature Review

Assessment Type [1]: Literature review
Indicative Time on Task [2]: 25 hours
Due: **Week 8**
Weighting: **40%**

The Literature review is specifically designed to facilitate your abilities to research a topic of study by identifying relevant literature (e.g., journal articles) about one specific topic that you can choose from the unit weekly topics. You are to identify gaps or limitations in previous research, and synthesize new knowledge into a written literature review. For this assessment task, you are required to discuss literature review within its appropriate and wider context, consider the theoretical underpinnings of the journal articles reviewed (and not just the results), present a coherent and structured discussion of the literature including both depth and breadth of analysis, use the review to identify gaps or limitations in prior research, and show original thought to constructively criticise existing literature. Students must support their discussion with clear evidence (e.g., high quality articles accessed from top ranking journals) that support, explain and critique the consumer behaviour theory / concept chosen. Length: 2000 words±10%

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.
- Synthesise relevant literature streams and conduct a research project

## Consumer behaviour analysis report

Assessment Type [1]: Report
Indicative Time on Task [2]: 25 hours
Due: **Week 13**
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. Length: 2000 words ±10%

On successful completion you will be able to:

- Evaluate and explain theories, concepts and principles of consumer decision-making and behaviour.
- Synthesise relevant literature streams and conduct a research project

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[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

**Classes:**

Each week there will be a one-hour recorded lecture and a two-hour workshop.

**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://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). 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) 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.