MKTG8015

Advanced Consumer Behaviour

Session 2, Special circumstances 2021

Department of Marketing

Contents

General Information 2
Learning Outcomes 3
General Assessment Information 3
Assessment Tasks 3
Delivery and Resources 5
Unit Schedule 6
Policies and Procedures 6
Changes since First Published 8

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.

Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already now if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of units with mandatory on-campus classes/teaching activities.

Visit the MQ COVID-19 information page for more detail.
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
Tuesday 1pm to 2pm by appointment

Lecturer
Rhys Ashby
rhys.ashby@mq.edu.au
Contact via Email

Credit points
10

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

Corequisites

Co-badge 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://students.mq.edu.au/important-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 submissions of assignments:**

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a [Special Consideration request](https://unitguides.mq.edu.au/unit_offerings/140201/unit_guide/print).

Unless a [Special Consideration request](https://unitguides.mq.edu.au/unit_offerings/140201/unit_guide/print) has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop activities</td>
<td>20%</td>
<td>No</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Case study analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Consumer behaviour analysis report</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

**Workshop activities**

- **Assessment Type**: Participatory task
- **Indicative Time on Task**: 30 hours
- **Due**: Ongoing
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 1: Case study/analysis

Indicative Time on Task 2: 25 hours

Due: Week 8

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 written report. The maximum word count is 2,000 words.

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 1: Report

https://unitguides.mq.edu.au/unit_offerings/140201/unit_guide/print
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 written report. The maximum word count is 2,000 words.

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.

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 Learning Skills Unit 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 (seminar) and a two-hour workshop.

**Required reading:**


**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:

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). 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
Students seeking more policy resources can visit the 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).

**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 Enquiry Service**

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
Equity Support

Students with a disability are encouraged to contact the [Disability Service](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/) who can provide appropriate help with any issues that arise during their studies.

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.

### Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>19/07/2021</td>
<td>The late submersion penalty policy has been updated.</td>
</tr>
<tr>
<td>14/07/2021</td>
<td>Late submissions of assignments Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a Special Consideration request. Unless a Special Consideration request has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty: For every 24 hours that the submission is late, 10% of the total mark awarded will be deducted. No assignment will be accepted more than 3 days (incl. weekends) after the original due date. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.</td>
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