



MKTG8015

Advanced Consumer Behaviour

Session 2, Special circumstances 2021

Department of Marketing

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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 know 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

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Contact via Email

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 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:

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

Name	Weighting	Hurdle	Due
Workshop activities	20%	No	Ongoing
Case study analysis	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.
- 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

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. 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 [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 (seminar) 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.

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) (<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 since First Published

Date	Description
19/07/2021	The late submersion penalty policy has been updated.
14/07/2021	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.