



# MKTG7015

## Advanced Consumer Behaviour

Session 1, In person/Online-scheduled-weekday, North Ryde 2022

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Unit convenor and lecturer

Shahin Sharifi

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Contact via Contact via Email

148, 3 Management Drive

Thursdays 15:00 to 16:00 by appointment

Credit points

10

Prerequisites

Admission to MRes

Corequisites

Co-badged status

MKTG8015

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 identify marketing opportunities and solve marketing problems. Further, students will develop skills to identify marketing stimuli and explain how they influence consumers' decision- making, purchase, and consumption. Students will learn to exercise professional judgment in recommending decisive marketing actions to influence consumer behaviour.

## 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

**ULO4:** Exercise professional judgement in recommending decisive marketing actions to influence consumer behaviour.

## General Assessment Information

**Late submissions of assessments** Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

**Table 1: Penalty calculation based on submission time**

Submission time after the due date (including weekends)	Penalty (% of available assessment task mark)	Example: for a non-timed assessment task marked out of 30
< 24 hours	10%	10% x 30 marks = 3-mark deduction
24-48 hours	20%	20% x 30 marks = 6-mark deduction
48-72 hours	30%	30% x 30 marks = 9-mark deduction
72-96 hours	40%	40% x 30 marks = 12-mark deduction
> 96 hours	100%	Assignment won't be accepted

**Special Consideration** To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

## Assessment Tasks

Name	Weighting	Hurdle	Due
Practice-based activities	20%	No	Weeks 3-13

Name	Weighting	Hurdle	Due
<u>Literature Review</u>	40%	No	Week 8
<u>Consumer behaviour analysis report</u>	40%	No	Week 13

## Practice-based activities

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

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

Due: **Weeks 3-13**

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 collaborative learning 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.
- Identify marketing stimuli and explain how they influence consumers' decision-making, purchase and consumption.
- Synthesise relevant literature streams and conduct a research project

## Literature Review

Assessment Type <sup>1</sup>: Literature review

Indicative Time on Task <sup>2</sup>: 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 $\pm$ 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 <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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  $\pm$ 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
- Exercise professional judgement in recommending decisive marketing actions to influence consumer behaviour.

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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

Students enrolled in ONLINE DELIVERY: 1-hour online recorded lecture (seminar) on a weekly basis, plus a 2 hour online weekly workshop.

Students enrolled in FACE-TO-FACE DELIVERY: 1-hour online recorded lecture (seminar) on a weekly basis, plus a 2 hour face-to-face weekly workshop on campus.

### 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 • Journal of Consumer Research • Journal of the Academy of Marketing Science • Journal of Consumer Psychology • Journal of Retailing • International Journal of Research in Marketing • Journal of Advertising • Psychology and Marketing • Journal of Business Research • Marketing Letters • European Journal of Marketing • 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)

### 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 MKTG7015. 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.