



MKTG8015

Advanced Consumer Behaviour

Session 2, In person-scheduled-weekday, North Ryde 2023

Department of Marketing

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General Information

Unit convenor and teaching staff

Convenor

Jana Bowden

jana.bowden@mq.edu.au

room 231, 4 ER

Mon 1:30-2:30pm by email appointment

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 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, explain, and share theories, concepts and principles of consumer

decision-making and behaviour.

ULO2: Apply consumer behaviour theories and concepts to analyse and identify marketing opportunities and solve marketing problems, individually and/or in collaboration with peers.

ULO3: Identify marketing stimuli and explain how they influence consumer's decision making, purchase and consumption.

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

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Consumer behaviour analysis report	40%	No	Week 13 3rd Nov 11:55pm AEST
Case study analysis	40%	No	Week 8 29th Sept 11:55pm AEST
Practice-based activities	20%	No	Week 3 to 12

Consumer behaviour analysis report

Assessment Type ¹: Report

Indicative Time on Task ²: 25 hours

Due: **Week 13 3rd Nov 11:55pm AEST**

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, explain, and share theories, concepts and principles of consumer decision-making and behaviour.
- Identify marketing stimuli and explain how they influence consumer's decision making, purchase and consumption.
- Exercise professional judgement in recommending decisive marketing actions to influence consumer behaviour.

Case study analysis

Assessment Type **1**: Case study/analysis

Indicative Time on Task **2**: 25 hours

Due: **Week 8 29th Sept 11:55pm AEST**

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, explain, and share theories, concepts and principles of consumer decision-making and behaviour.
- Apply consumer behaviour theories and concepts to analyse and identify marketing opportunities and solve marketing problems, individually and/or in collaboration with peers.
- Exercise professional judgement in recommending decisive marketing actions to influence consumer behaviour.

Practice-based activities

Assessment Type **1**: Participatory task

Indicative Time on Task **2**: 30 hours

Due: **Week 3 to 12**

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, explain, and share theories, concepts and principles of consumer decision-making and behaviour.
- Apply consumer behaviour theories and concepts to analyse and identify marketing opportunities and solve marketing problems, individually and/or in collaboration with peers.
- Identify marketing stimuli and explain how they influence consumer's 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

Required Resources

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 Service Research • Journal of Advertising • Psychology and Marketing • Journal of Business Research • Marketing Letters • European Journal of Marketing

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. Students are required to use power point, word processing, iLearn and Zoom. 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

LECTURE SCHEDULE

Schedule	Topic
Week 1	Buying, having and being
Week 2	Consumer and social well-being

Week 3	Perception
Week 4	Learning and memory
Week 5	Personality
Week 6	The self: mind, gender and body
Week 7	Motivation and values
Mid-session break	
Week 8 <i>Case Study Analysis due</i>	Attitudes and attitude change
Week 9	Individual decision making
Week 10	Buying, using and disposing
Week 11	Groups and social influence
Week 12	The influence of culture on consumer behaviour
Week 13 <i>Consumer Behaviour Analysis due</i>	Consumers in their social and cultural settings

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](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

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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

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/.

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.