# MKTG1003

**Consumer Behaviour**

Session 1, Online-scheduled-weekday 2024

*Department of Marketing*

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>2</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>General Assessment Information</td>
<td>3</td>
</tr>
<tr>
<td>Assessment Tasks</td>
<td>3</td>
</tr>
<tr>
<td>Delivery and Resources</td>
<td>5</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>5</td>
</tr>
</tbody>
</table>

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General Information

Unit convenor and teaching staff
Convenor
Jana Bowden
jana.bowden@mq.edu.au
Contact via Email and Zoom by appointment
Room 231, 4ER, North Ryde
Monday 10-11am by appointment

Credit points
10

Prerequisites

Corequisites

Co-badged status

Unit description
An important aspect of marketing is to understand the heart and mind of consumers. Understanding why consumers think, feel and act the way that they do assists businesses in making strategic, sustainable and ethical marketing decisions. This unit develops students' knowledge about how to understand, interpret and influence consumers' behaviour. Students gain theoretical knowledge of the internal, psychological processes and external, environmental factors influencing consumer behaviour. Students learn about consumer needs and values, how consumers perceive products and brands, ways to measure attitudes and effect attitude change, how and why consumers decide to buy (or not buy), and the importance of culture and reference group influences. By the end of this unit, students have a much deeper and richer appreciation of how consumption not only affects our lives but also how our actions influence the way that we feel about ourselves and about one another.

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: Identify and articulate a range of external and internal influences on consumer behaviour.
ULO2: Critically analyse and apply consumer behaviour theory to real-world consumption experiences.

ULO3: Apply consumer behaviour theory to develop solutions to consumption decisions acknowledging ethical implications for society.

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 apply for Special Consideration.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Analysis</td>
<td>40%</td>
<td>No</td>
<td>Week 9</td>
</tr>
<tr>
<td>Exam</td>
<td>30%</td>
<td>No</td>
<td>University Examination Period</td>
</tr>
<tr>
<td>Practice-based Activities</td>
<td>30%</td>
<td>No</td>
<td>Week 1-12</td>
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</tbody>
</table>

Case Analysis

Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 20 hours
Due: Week 9
Weighting: 40%

There will be one written case based task of 1500 words. This assessment targets the development of students understanding of core consumer behaviour as it applies to real world consumption behaviour. It focuses on enhancing critical thinking skills and encourages students to understand the complex nature of consumer behaviour.

On successful completion you will be able to:

- Identify and articulate a range of external and internal influences on consumer behaviour.
- Critically analyse and apply consumer behaviour theory to real-world consumption experiences.
• Apply consumer behaviour theory to develop solutions to consumption decisions acknowledging ethical implications for society.

Exam
Assessment Type \(^1\): Examination
Indicative Time on Task \(^2\): 15 hours
Due: University Examination Period
Weighting: 30%

There will be one written exam of 2 hour consisting of 3 essay length questions from a selection of 4 available questions. This assessment targets the development of students understanding of core consumer behaviour theory as it applies to real world consumption behaviour. It focuses on enhancing critical thinking skills and encourages students to understand the complex nature of consumer behaviour.

On successful completion you will be able to:
• Identify and articulate a range of external and internal influences on consumer behaviour.
• Critically analyse and apply consumer behaviour theory to real-world consumption experiences.

Practice-based Activities
Assessment Type \(^1\): Practice-based task
Indicative Time on Task \(^2\): 15 hours
Due: Week 1-12
Weighting: 30%

There will be a series of six practice-based written activities (part A) assigned throughout the semester and there will be twelve practice-based participation activities throughout the semester (part B). Part A will consist of 2 x 150 word length posts to the discussion forum for the allocated weeks (eg weeks 2,4,6,8,10,12). Part A will be worth 18% (3% max per week). There will be twelve practice-based in-class participation and discussion activities for the allocated weeks (eg. weeks 1-12 inclusive). Part B will be worth 12% (1% max per week).

On successful completion you will be able to:
• Identify and articulate a range of external and internal influences on consumer behaviour.
• Critically analyse and apply consumer behaviour theory to real-world consumption experiences.
• Apply consumer behaviour theory to develop solutions to consumption decisions acknowledging ethical implications for society.
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
Please see iLearn for details.

The textbook required is as follows;

eTextbook
Consumer Behaviour
https://www.pearson.com/store/p/consumer-behaviour/P200000008479/9781486014347

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
Student 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.

Unit information based on version 2024.03 of the Handbook