



MKTG1003

Consumer Behaviour

Session 1, Online-scheduled-weekday 2025

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Jana Bowden

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Contact via Email

4ER Room 231

Monday 11-1

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 submit an application for Special Consideration

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Skills development: Consumer behaviour theories</u>	30%	No	19/05/2025
<u>Formal and observed learning: Exam</u>	30%	No	Exam Period
<u>Professional practice: Consumer behaviour analysis</u>	40%	No	11/05/2025

Skills development: Consumer behaviour theories

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 15 hours

Due: **19/05/2025**

Weighting: **30%**

The purpose of this assessment is for you to build expertise in understanding consumer behaviour - a critical skill for every marketing professional. You will regularly take part in a range of individual practice-based activities, applying theoretical concepts and analyzing consumer behavior in different real-world marketing contexts. **Skills in focus:** - Analytical skills - Discipline knowledge - Ethical and global awareness **Deliverable:** Portfolio of forum posts
Individual assessment

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.

Formal and observed learning: Exam

Assessment Type ¹: Examination

Indicative Time on Task ²: 15 hours

Due: **Exam Period**

Weighting: **30%**

The purpose of this assessment is for you to formally demonstrate the expertise you have gained in this unit. You will participate in a 2-hour exam held during the University Examination period. Important information about the exam will be made available on the unit iLearn page. You should also review the [MQ Exams website](#) for general tips. Deliverable: Formal exam Individual assessment

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.

Professional practice: Consumer behaviour analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **11/05/2025**

Weighting: **40%**

The purpose of this assessment is for you to deepen your expertise in consumer behaviour by applying the theory and frameworks discussed in this unit to real-world consumption behaviour. You will respond to a marketing case by conducting thorough research, critically analysing key

issues, and applying relevant marketing theories and frameworks. **Skills in focus:** - Critical thinking - Analytical skills - Discipline knowledge **Deliverable:** Written report [max. 1,500 words]
Individual assessment

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

ISBN-13: 9781486014347

<https://www.pearson.com/en-au/subject-catalog/p/consumer-behaviour/P200000008479/9781486014347>

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 connect.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 the [Service Connect Portal](#), 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 2025.04 of the [Handbook](#)