



MKTG8015

Advanced Consumer Behaviour

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit convenor

Joseph Chen

joseph.chen@mq.edu.au

Contact via Contact via email

Room 242, 04 Eastern Road

Monday 3-4 pm by email appointment

Credit points

10

Prerequisites

(Admission to MMktg (1 year) or MCom or GradCertResMQBS or GradDipResMQBS) or MKTG6096

Corequisites

Co-badged status

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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

- Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.
- Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration](#) page for further details.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Skills Development: Reflecting on consumer behaviour	30%	No	01/ 11/ 2026	Individual	Yes	Open AI
Professional Practice: Consumer behaviour case study	30%	No	13/ 09/ 2026	Group	No	Open AI
Professional Practice: Consumer behaviour strategic analysis	40%	No	06/ 11/ 2026	Individual	Yes	Open AI

Skills Development: Reflecting on consumer behaviour

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 25 hours

Due: **01/11/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to enhance your understanding of consumer behaviour theories and their application in real-world contexts. You will develop a reflection portfolio based on activities completed throughout the semester, where you will critically evaluate key consumer behaviour theories and apply them to relevant real-world tasks. **Skills in focus:**

- Discipline knowledge
- Critical thinking and problem solving
- Collaboration skills
- Communication skills

Deliverable(s): Portfolio report Individual assessment

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.

Professional Practice: Consumer behaviour case study

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 25 hours

Due: **13/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to develop your ability to identify and evaluate consumer behaviour within a structured case study.

You will analyse a case study, identify relevant consumer behaviour patterns, and apply

consumer insights to thoroughly assess the behaviour within the case's context.

Skills in focus:

- Discipline knowledge
- Critical thinking and problem solving

Deliverable(s): Group analysis report [max. 2,000 words] Group assessment

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.

Professional Practice: Consumer behaviour strategic analysis

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **06/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to help you apply consumer behaviour knowledge and skills to address a real-world marketing challenge for a company you aspire to work for.

You will identify a marketing challenge or opportunity for your chosen company, explore relevant consumer behaviour insights, assess whether the company's marketing strategies effectively influence consumer behaviour, and provide strategic recommendations.

Skills in focus:

- Communication
- Critical thinking and problem solving
- Discipline knowledge
- Work readiness

Deliverable(s): Individual analysis report [max. 2,000 words] Individual assessment

On successful completion you will be able to:

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

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

Classes

Every week, there will be a 1-hour **pre-recorded online lecture** (available on iLearn) and a 2 hour **face-to-face seminar on campus**.

Required reading:

Textbook. Consumer Behaviour: Buying, Having, Being (14th edition), Michael R Solomon and Cristel Antonia Russell, Publisher: Pearson Australia, 2023.

Supplementary readings:

In addition to the textbook recommended above, students will be provided supplementary reading materials on iLearn Leganto.

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 <http://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](#) for more detailed information about the Unit Schedule.

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 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/>

Academic Success

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

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.04 of the [Handbook](#)