



# MKTG203

## Consumer Behaviour

S2 Day 2016

*Dept of Marketing and Management*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

# General Information

Unit convenor and teaching staff

Unit Convenor

Jana Bowden-Everson

[jana.bowden-everson@mq.edu.au](mailto:jana.bowden-everson@mq.edu.au)

Level 6, room 650, E4A

Friday 11am

Lecturer

Monica Ren

[monica.ren@mq.edu.au](mailto:monica.ren@mq.edu.au)

Tutor

Kay Naumann

[kay.naumann@mq.edu.au](mailto:kay.naumann@mq.edu.au)

Tutor

Cecilia Soh

[cecilia.soh@mq.edu.au](mailto:cecilia.soh@mq.edu.au)

Tutor

Saman Sadiq

[saman.sadiq@mq.edu.au](mailto:saman.sadiq@mq.edu.au)

Tutor

Karen Webb

[karen.webb@mq.edu.au](mailto:karen.webb@mq.edu.au)

Tutor

Ronald Innis

[ronald.innis@mq.edu.au](mailto:ronald.innis@mq.edu.au)

Tutor

Ekaterina Napolova

[ekaterina.napolova@mq.edu.au](mailto:ekaterina.napolova@mq.edu.au)

Tutor

Mark Irvine

[mark.irvine@mq.edu.au](mailto:mark.irvine@mq.edu.au)

Tutor

Shveta Sharma

[shveta.sharma@mq.edu.au](mailto:shveta.sharma@mq.edu.au)

Tutor

Lisa Rohanek

[lisa.rohanek@mq.edu.au](mailto:lisa.rohanek@mq.edu.au)

Yang Yang

[yang.yang@mq.edu.au](mailto:yang.yang@mq.edu.au)

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit provides a conceptual understanding of consumer behaviour by integrating theories from marketing, psychology, and sociology to provide an in-depth understanding of why consumers think, feel and act the way that they do. The unit is therefore essentially about 'people watching' and so the unit is interested in what consumers discuss, how they interact with each other, how they shop for items, decide upon them, buy (or not buy) them, consume them and ultimately dispose of them. By the end of this unit, students will have a much deeper and richer understanding of how having possessions not only affects our lives but how these possessions also influence the way that we feel about ourselves and about one another. Students will develop graduate capabilities in critical, analytical and integrative thinking.

## 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:

Identify, understand, and articulate a range of influences on consumer behaviour.

Critically analyse, discuss, evaluate and integrate the theoretical literature to create a coherent and theoretically rigorous argument.

Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## General Assessment Information

### Guided Mini Essay 15%

You are required to write your mini essay topic based on your reading of 3 articles, one of which

is set and prescribed. The topic is "Do we market *to* consumers, or do we market *with and among* consumers? Discuss providing arguments both for and against." The Mini Essay is due in week 6. Please see "Assessment Tasks" section in this outline for essay topic and detail on the assessment.

**Participation/Weekly Exercises 5 random collections worth 2% each and a total of 10% - Between week 2-11 inclusive**

Completion of the weekly written one page solutions between week 2-11 inclusive. Only five of these type ups will be sighted for marks allocation. Each of these five sightings will attract 2% per type up to a total of 10%. The five topics collected will be randomised by your tutor. A typed solution must be prepared prior to class and brought to class in the week in which it is due. Students will be asked to physically show this work to the tutor at the start of the class as evidence of completion. Please see "Assessment Tasks" section in this outline for detail on the assessment.

**Investigative essay 35%**

The essay topic is as follows and is due in week 10:

“ The social media generation is more demanding. But it's a myth that brands are unable to communicate with them. We've got to work harder to communicate and if there is a value in the exchange, they will engage." ***Discuss this statement from a theoretical perspective and support your discussion using real world examples from the articles that you select.***

Please see "Assessment Tasks" section in this outline for detail on the assessment.

## Assessment Tasks

Name	Weighting	Due
<a href="#"><u>Guided Mini Essay</u></a>	15%	Week 6 Friday 9pm
<a href="#"><u>Participation/Weekly exercises</u></a>	10%	Week 2-11 inclusive
<a href="#"><u>Investigative Essay</u></a>	35%	Week 10 Friday 9pm AEST
<a href="#"><u>Final Exam</u></a>	40%	Examination Period

### Guided Mini Essay

Due: **Week 6 Friday 9pm**

Weighting: **15%**

**Guided Mini Essay 650 word**

**Due week 6**

You will be required to submit your Mini Essay to Turnitin on the unit iLearn homepage. It is due online Friday 9.00pm AEST of the week 6.

**Guided Mini Essay Topic:** Do we market *to* consumers, or do we market *with and among* consumers? Discuss providing arguments both for and against.

- You are required to write your mini essay topic based on your reading of 3 articles. One of these is mandatory, set and prescribed and detailed below. In addition it is mandatory for you to find and analyse two additional scholarly article of your choice.
- The 1 prescribed and mandatory article is outlined below. It is also available for download at the top of the iLearn unit site, or can be accessed via MQ login to Google Scholar
  - Journal article 1: Hennig-Thurau, T., Hofacker, C.F. and Bloching, B., 2013. Marketing the pinball way: understanding how social media change the generation of value for consumers and companies. *Journal of Interactive Marketing*, 27(4), pp.237-241.
- You are required to read, critically analyse, synthesise and reference material from your three articles (one prescribed article and two of your own choice) to form your Mini Essay. You must draw from the content of these articles for your Mini Essay. No additional articles are required beyond the mandatory three articles. Approximately 80% of your mini essay should be based on discussion of theoretical aspects of consumer behaviour from the three articles, and approximately 20% should be based on real world practical examples drawn ONLY from content within the three articles (i.e., not based on opinion, speculation, or personal experience).
- You are required to answer each set question in paragraph form.
- Referencing is mandatory using the Harvard Author date approach.
- Formatting as follows; size 12 times new roman font, 1.5 line spacing, normal margins. Title page should include registered student name, and student ID number along with topic title of submission. Title page is not included in word limit. Word limit 650 words strict. No minimum word limit required, although less words results in less content. Reference list is not included in word limit. In-text references are included in word limit.
- Penalty of 2/15 marks applied if minimum of 1 prescribed article and 2 self-selected articles are not included.
- Penalty of 2/15 marks applied if Harvard author-date referencing is not used correctly (in-text citations, and reference list).
- Word limit of 650 words is strict. Any additional content beyond 650 words will not be read or marked.

- There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved.
- **Your mini essay must be submitted online VIA Turnitin for MKTG203:** Submit softcopy to the plagiarism detection system 'Turnitin' VIA iLearn before the deadline
- **Please make sure that you are submitting to the correct dropbox.**

**Please note the following:**

- Your soft copy must include a title Page with full official student name (last name in CAPITALS), student ID number, tutors name, tutorial day, tutorial time and tutorial room number. It must also include your reference list. Please name your file as follows: **Surname\_Tutor\_Final Mini Essay.doc**
- Essay should be formatted as follows; size 12 times new roman font, 1.5 line spacing, regular margins, headings in capitals and bold, sub-headings in upper and lower case and bold italics.
- Essays will be marked electronically via GradeMark on Turnitin using iLearn, annotated with comments from the marker and your grades will be available for viewing on the Grades link via iLearn approximately 2 weeks after submission. An announcement will be made on iLearn when assignments have been marked.

On successful completion you will be able to:

- Identify, understand, and articulate a range of influences on consumer behaviour.
- Critically analyse, discuss, evaluate and integrate the theoretical literature to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## Participation/Weekly exercises

Due: **Week 2-11 inclusive**

Weighting: **10%**

Completion of the weekly written one page exercises set between week 2 and 11 inclusive attracts 2% per tutorial for only five of the tutorials. That is, five of the total 10 set weekly exercises will be sighted for a mark allocation of 2%, and therefore a semester total of 10%. The five weeks in which your work will be sighted for marking will be randomised by your tutor. A typed solution must be prepared prior to class and brought to class in the week in which it is due. Students will be asked to physically show this work to the tutor at the start of the class as

evidence of completion. You are required to remain in class for the duration of the class during which time the solution will be collectively discussed. Please see the section in this outlined titled "Unit Schedule" for detail of the weekly exercises due.

On successful completion you will be able to:

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- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## Investigative Essay

Due: **Week 10 Friday 9pm AEST**

Weighting: **35%**

Students are required to complete an individual essay during the course.

The essay topic is as follows:

“The social media generation is demanding. But it's a myth that brands are unable to communicate with them. We've got to work harder to communicate and if there is value in the exchange, they will engage.” ***Discuss this statement from a theoretical perspective and support your discussion using real world examples from the articles that you select.***

This is an assessment based on scholarly research (e.g., journal articles (peer reviewed or otherwise), scholarly book chapters, research monographs, research handbooks etc), theory and critical evaluation, analysis and synthesis (not mere description). You must support your answer with a minimum of 6 scholarly articles (can be peer reviewed or otherwise). Your answer should follow the rule of thumb of 80% theory from the scholarly sources you review, and 20% real world example application taken from the scholarly sources you review.

The essays upper word limit is 2,000 words. There is no minimum word limit. The upper word limit is strict. NB. The word limit does not include; title page/cover page, sub-headings, reference list (Note - it does include in-text citations), or the appendix. You may include commentary on brand examples, but these examples must originate from within the specific scholarly articles you have cited in your essay (i.e. not from personal experience, or from popular non scholarly press eg. magazines, newspapers, websites etc).

Notes:

- A minimum of 6 scholarly articles. Penalty of 5/35 marks applied if this criteria is not met.
- Full Harvard author-date referencing is required (in-text citations, and reference list). Penalty 3/35 marks applied if this criteria is not met.



- Excess words beyond the 2,000 strict word limit will not be read or marked.
- You may use the references from your Guided Mini Essay.
- There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved.
- **Your essay must be submitted online VIA Turnitin for MKTG203:** Submit softcopy to the plagiarism detection system 'Turnitin' VIA iLearn before the deadline

**Please make sure that you are submitting to the correct dropbox.**

**Please note the following:**

- Your soft copy must include a title Page with full official student name (last name in CAPITALS), student ID number, tutors name, tutorial day, tutorial time and tutorial room number. It must also include your reference list. Please name your file as follows: **Surname\_Tutor\_Final Essay.doc**
- Essay should be formatted as follows; size 12 times new roman font, 1.5 line spacing, regular margins, headings in capitals and bold, sub-headings in upper and lower case and bold italics.
- Essays will be marked electronically via GradeMark on Turnitin using iLearn, annotated with comments from the marker and your grades will be available for viewing on the Grades link via iLearn approximately 2-3 weeks after submission. An announcement will be made on iLearn when assignments have been marked.

On successful completion you will be able to:

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- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## Final Exam

Due: **Examination Period**

Weighting: **40%**

This 2.5 hour examination is worth 40% of your course assessment.

The weighting of your final exam is as follows:

4 mini essay Questions

From a choice of 6 questions

### **Worth 40% of your total assessment**

You are expected to clearly demonstrate knowledge from the following sources in your final exam;

- All Chapters from the textbook outlined in the Learning activities schedule,
- The material discussed during lectures
- The material discussed during tutorials
- A general knowledge of the material discussed in your individual essay.
- The exam will be aligned with the content discussed in your lectures and in your tutorials.  
Your weekly tutorial class discussions will be of benefit in preparing for the exam.

On successful completion you will be able to:

- Identify, understand, and articulate a range of influences on consumer behaviour.
- Critically analyse, discuss, evaluate and integrate the theoretical literature to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## **Delivery and Resources**

### **One Required Textbook**

Consumer Behaviour, 6<sup>th</sup> edition

Schiffman, St John's University Aron O'Cass, University of Tasmania Angela Paladino, University of Melbourne Jamie Carlson, University of Newcastle

ISBN-10: 144256153X ISBN-13: 9781442561533

Publisher: Pearson Education Australia Copyright: 2014

\*Please note the 5<sup>th</sup> edition is also acceptable however you will need to cross check your weekly reading content against the 6<sup>th</sup> edition.

### **Highly Recommended Reading**

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

## Writing Skills

Burton, L. 2010. *An Interactive Approach to Writing Essays and Research Reports in Psychology*, John Wiley & Sons, Australia

McMillan, K. & Weyers, J. 2010. *How to Write Essays & Assignments*, Pearson Education, United Kingdom.

## Researching Skills - Journals

In addition to the required textbook for this Unit, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- Psychology and marketing
- International Journal of Research in Marketing
- Journal of the Academy of Marketing Science
- Journal of Consumer Behaviour
- European Journal of Marketing
- And any other Journal to do with marketing and psychology frankly!

## Recommended Research Databases

You should also familiarize 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
- Passport database
- Google Scholar (only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)

## Consultation

Teaching staff are there to assist you. Please email them directly to confirm their consultation times.

Please remember that your Tutors is your first port of call for all queries relating to the course content and that you may contact them directly via email.

## Technology required and used

All important messages and announcements will be posted on the iLearn site regularly by staff and you must take the time to read these each week.

The iLearn site is a public forum that everyone in the unit is able to access and read.

The site can be found at the following link: <http://ilearn.mq.edu.au>

All lecture streams in this unit will be recorded using iLearn.

Please check your Timetable for class session times via the timetables portal: <http://timetables.mq.edu.au>

## Unit Schedule

Week	Lecture Schedule	Tutorial Schedule and Tasks
1	Foundations	<b>READ:</b> Chapter 1  No tutorials
2	Market segmentation	<b>READ:</b> Chapter 2  Introduction to course, course structure, assessments, study approach, & tutor expectations  <b>In-class Discussion:</b> Values and consumption. Why do we consume? Who are we trying to be?  <b>Participation/Weekly exercise due: 1 page type-up.</b> Define and discuss consumer behaviour. How has the digital revolution changed consumer behaviour.  <b>Guided skill development:</b> How do i find scholarly articles (practical in-class demonstration using Google Scholar)
3	Needs and motivation	<b>READ:</b> Chapter 3  <b>In-class discussion:</b> What are values, why are they important, how can they be used in marketing? Example?  <b>Participation/Weekly exercise due: 1 page type-up.</b> Define consumer segmentation. Discuss the three steps to segmenting a market - segmentation, targeting, and positioning. Do marketers need to change their segmentation approach in light of the digital revolution?  <b>Guided skill development:</b> What is critical and analytical thinking?
4	Personality and self-concept	<b>READ:</b> Chapter 4  <b>Participation/Weekly exercise due: 1 page type-up.</b> Projective techniques: Select 3 visual images that represent how you feel about buying your favourite clothing label. These images can be of anything you choose. Discuss these images as they relate to your own needs, goals and motivations (use theory to define these). NB. Attach copies of your images to your write up  <b>Guided skill development:</b> Paraphrasing and referencing using Harvard Author Date method

5	Perception	<p><b>READ:</b> Chapter 5</p> <p><b>Participation/Weekly exercise due: 1 page type-up. Read the prescribed article for your Mini Essay</b> Hennig-Thurau, T., Hofacker, C.F. and Bloching, B., 2013. Marketing the pinball way: understanding how social media change the generation of value for consumers and companies. <i>Journal of Interactive Marketing</i>, 27(4), pp.237-241. This can be located at the top of the unit homepage, or downloaded via Google Scholar (with MQ login). Critically analyse its content. What has changed in the media environment (traditional to digital), what are the key theoretical take outs, and what are the key practical take outs for marketing management.</p> <p><b>Guided Skill Development:</b> How do i structure an essay?</p>
6	Learning and Involvement	<p><b>READ:</b> Chapter 6</p> <p><b>Participation/Weekly Exercise due: 1 Page type up.</b> Retailers place great emphasis on store layout, design, physical evidence and atmospherics. This concept is referred to as the servicescape. Why is it important and how does it influence consumer perception? Use one store example to illustrate.</p> <p>Mini Essay last minute Q&amp;A with tutor.</p>
7	Attitudes	<p><b>READ:</b> Chapter 7</p> <p><b>Participation/Weekly exercise due: 1 page type-up.</b> Visit the following website to view the photo: <a href="http://chasethis.me/2011/06/02/who-is-your-brand/">http://chasethis.me/2011/06/02/who-is-your-brand/</a> Using your knowledge of classical conditioning, discuss your interpretation of this image in light of the way in which consumers learn about brands. Is classical conditioning adequate in explaining how consumers learn? Why or why not?</p>
8	Social influences	<p><b>READ:</b> Chapter 8</p> <p><b>Participation/Weekly exercise due: 1 page type-up:</b> Select one theoretical model of attitudes from your textbook reading. How did your attitudes towards Macquarie University form?</p>
9	Culture	<p><b>READ:</b> 11</p> <p><b>Participation/Weekly exercise due: 1 page type up .</b> Draft table your essay structure including; the major theoretical themes you will be writing to, and bullet points outlining the evidence-based points that you intend to make in your essay under each theme. Work to the rule of thumb - 80% theory discussion, and 20% practical examples as drawn from the articles you have read. What have you learned so far from your chosen research?</p> <p><b>Guided Skill Development:</b> Mini Essay performance review. What areas of your mini essay write up require further development? Student led collaborative skill review discussion.</p>
10	Cross-cultural influences	<p><b>READ:</b> Chapter 13</p> <p><b>Participation/Weekly exercise due: 1 page type up:</b> What is culture? Discuss its theoretical characteristics. How does it influence consumer behaviour?</p>
11	Decision making	<p><b>READ:</b> Chapter 14</p> <p><b>Participation/Weekly exercise due: 1 page type up:</b> Discuss in detail the five stage decision making process. Apply one example of a high involvement decision throughout.</p>

12	Family	<b>READ:</b> Chapter 9  Exercise question pertaining to family - Set by your tutor
13	Exam Review & Tips	<b>In class discussion:</b> Exam revision and unit review  Teaching Evaluations

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

**New Assessment Policy in effect from Session 2 2016** [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html). For more information visit [http://students.mq.edu.au/events/2016/07/19/new\\_assessment\\_policy\\_in\\_place\\_from\\_session\\_2/](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/)

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Results

Results shown in *iLearn*, 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](http://ask.mq.edu.au).

## Student Support

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

### Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## 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.

## Graduate Capabilities

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### Learning outcomes

- Identify, understand, and articulate a range of influences on consumer behaviour.
- Critically analyse, discuss, evaluate and integrate the theoretical literature to create a

coherent and theoretically rigorous argument.

- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## Assessment tasks

- Guided Mini Essay
- Participation/Weekly exercises
- Investigative Essay
- Final Exam

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## Learning outcomes

- Identify, understand, and articulate a range of influences on consumer behaviour.
- Critically analyse, discuss, evaluate and integrate the theoretical literature to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## Assessment tasks

- Guided Mini Essay
- Participation/Weekly exercises
- Investigative Essay
- Final Exam

## Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:



## Learning outcomes

- Identify, understand, and articulate a range of influences on consumer behaviour.
- Critically analyse, discuss, evaluate and integrate the theoretical literature to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## Assessment tasks

- Guided Mini Essay
- Participation/Weekly exercises
- Investigative Essay
- Final Exam

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## Learning outcomes

- Identify, understand, and articulate a range of influences on consumer behaviour.
- Critically analyse, discuss, evaluate and integrate the theoretical literature to create a coherent and theoretically rigorous argument.
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions.

## Assessment tasks

- Guided Mini Essay
- Participation/Weekly exercises
- Investigative Essay
- Final Exam

## Changes from Previous Offering

No changes.

## Consultation

Jana Bowden-Everson: Monday 9-11

Teaching staff are there to assist you. Please email them directly to confirm their consultation times.

Please remember that your Tutor is your first port of call for all queries relating to the course content and that you should contact them directly via email.

## Global Context and Sustainability

This unit draws from international case studies of consumer behaviour and also includes references to not-for-profit cases.

## Research and Practice

MKTG203 builds on material introduced in previous marketing units. In doing so, the unit has a dual focus. The first objective is to develop students' skills in using theoretical research in marketing to develop a sound knowledge of the complexities of consumer behaviour. The second objective is to introduce students to the practice of consumer behaviour and familiarise them with marketing strategies which are designed to more effectively target consumers.

## Changes since First Published

Date	Description
14/07/2016	One minor change to the Assessment summary section - "850" word limit within text corrected to be "650" words in line with remainder of unit guide content.