



MKTG203

Consumer Behaviour

S1 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

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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

Assessed Coursework 10%

Three (3) typed one page responses worth 10% in total (worth 3%, 3% and 4%) due weeks 4, 6, and 10

Participation 10% - between week 2-11 inclusive

Discussion of the weekly written one page solutions in class attracts 1% per tutorial for a total of 10 tutorials to a maximum of 10%. Attending classes will substantially increase your understanding of the assigned readings and provide you with insight into issues beyond those covered in the readings. It will also give you the opportunity to actively participate in class discussions and obtain a better class participation grade. Note, however, that your mere presence is not sufficient to earn points for class participation. The quantity and, especially, the quality of your contributions to class discussions are also essential. If you miss a tutorial you will forfeit the 1% for that week.

Investigative essay 40%

Submit softcopy to the plagiarism detection system 'Turnitin' VIA iLearn before the deadline. Please ensure you are submitting to the correct dropbox.

Penalties:

- Exceeding the word limit (2500 words) will lead to a deduction of 10/100 marks.
- A minimum of 6 journal articles must be used in your essay. Penalty of 20/100 marks applied if this criteria is not met.
- No extensions will be granted. 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. No submission will be accepted after solutions have been posted.
- Plagiarism detection software is used for this assignment. If your work is found to be plagiarised it will be forwarded to the disciplinary committee where your case will be determined. Penalties or zero grade may be applied.

Assessment Tasks

Name	Weighting	Due
<u>Assessed Coursework</u>	10%	Weeks 4, 6, 10, Sunday 9PM
<u>Participation</u>	10%	Weeks 2-11 inclusive

Name	Weighting	Due
<u>Investigative Essay</u>	40%	Week 10 Friday 20 May 9pm AEST
<u>Final Exam</u>	40%	Examination Period

Assessed Coursework

Due: **Weeks 4, 6,10, Sunday 9PM**

Weighting: **10%**

Three (3) typed one page responses worth 10% in total (worth 3%, 3%, 4% each) due weeks 4, 6, 10

You will be required to submit THREE (3) responses to topic questions outlined in the "Unit Schedule" titled "Assessments due for discussion" (weeks 4, 6, and 10) to Turnitin on the unit iLearn homepage. These are respectively worth 3%, 3% and 4% each. They are due online Sunday 9.00pm AEST of the week they are due:

Week 4: Sunday 20 March by 9pm

Week 6: Sunday 3 April by 9pm

Week 10: Sunday 15 May by 9pm

- You are required to answer each set question in paragraph form. Referencing is not required.
- Weekly responses are to be formatted as follows; one single A4 page (strict page limit excludes reference list), size 12 times new roman font, 1.5 line spacing, normal margins, registered student name, and student ID number printed at top of page along with topic title of submission.
- No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.
- Please bring a copy of your solution to class in preparation for class discussion and presentation. You will be randomly called on by the tutor to present your responses during the class.

The set questions are outlined in the presentation schedule contained in **Appendix A**.

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

Due: **Weeks 2-11 inclusive**

Weighting: **10%**

Discussion of the weekly written one page solutions in class attracts 1% per tutorial for a total of 10 tutorials to a maximum of 10%. A written or typed solution must be prepared prior to class and brought to class each week. Students will be asked to physically show this work to the tutor at the start of the class as evidence of completion. This will form a part of the participation mark in addition to verbal discussion during class. In class you are required to verbally participate in class discussions by offering a substantive contribution. Your class participation grade will be composed of the quantity and quality of your verbal participation in class in response to the weekly assessed coursework topics and any other material discussed in tutorials. Each week you will receive a score of 1% or 0% between weeks 2 and 11 inclusive.

Attending classes will substantially increase your understanding of the assigned readings and provide you with insight into issues beyond those covered in the readings. It will also give you the opportunity to actively participate in class discussions and obtain a better class participation grade. Note, however, that your mere presence is not sufficient to earn points for class participation. The quantity and, especially, the quality of your contributions to class discussions are also essential.

NB: If you miss one class in which verbal participation was assessed you will receive mark of 0 for that week except for those cases where a disruption to studies is made and approved.

NB: Knowledge of the content in the set questions and knowledge gained from the class discussions will assist with 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.

Investigative Essay

Due: **Week 10 Friday 20 May 9pm AEST**

Weighting: **40%**

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

The essay topic is as follows:

“ Social media has enabled and accelerated the social construction of brand meaning. Are

all brand communications (consumer, organisation or other originated) within this environment authentic, and trustworthy? Discuss."

This is an essay based on scholarly journal article research, theory and critical evaluation/synthesis (not mere description). You must support your answer with a minimum of 6 journal articles (can be peer reviewed or otherwise but must be from sources classified as Journals). The essays upper word limit is 2,500 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 (it does include in-text citations), appendix. You may include brief commentary on brand examples, but only if the examples originate from within the specific journal articles you have cited in your essay (i.e. not from personal experience, or from popular non scholarly journal press). Note - your essay should provide a balanced view of this topic (pro's and con's).

Notes:

- A minimum of 6 journal articles. Penalty of 20/100 marks applied if this criteria is not met.
- Full Harvard author-date referencing is required (in-text citations, and reference list).
- Exceeding the word limit will lead to a deduction of 10/100 marks.

No extensions will be granted. 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. No submission will be accepted after solutions have been posted. **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:

- 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.
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Final Exam

Due: **Examination Period**

Weighting: **40%**

This 3 hour examination is worth 40% of your course assessment.

The weighting of your final exam is as follows:

4 mini essay Questions

Answer all

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, 6th 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 5th edition is also acceptable however you will need to cross check your weekly reading content against the 6th 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	READ: Chapter 1 No tutorials

2	Market segmentation	<p>READ: Chapter 2</p> <p>Introduction to course, course structure, assessments, study approach, & tutor expectations</p> <p>In-class Discussion</p> <p>Values and consumption. Why do we consume? Who are we trying to be?</p> <p>Assessment due for discussion: 1 page type-up</p> <p>Exercise question 2 page 27</p>
3	Needs and motivation	<p>READ: Chapter 3</p> <p>In-class discussion</p> <p>What are values, why are they important, how can they be used in marketing? Example?</p> <p>Assessment due for discussion: 1 page type-up</p> <p>Exercise question 5 page 67</p>
4	Personality and self-concept	<p>READ: Chapter 4</p> <p>Assessment due for discussion: 1 page type-up:</p> <p>Projective techniques: Select 3 visual images that represent how you feel about studying for your degree at Macquarie. 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 ads to your submission</p> <p>Task 2. Discussion of referencing and paraphrasing.</p>
5	Perception	<p>READ: Chapter 5</p> <p>In-class discussion</p> <p>What is self-concept? Why is it important for marketers to understand?</p> <p>Assessment due for discussion: 1 page type-up</p> <p>Step 1: Visit the link below to take a personality assessment using the Big Five. Print a copy of your result and attach it to your submission. Within the test click the link that says "click here" to learn more about each OCEAN dimension.</p> <p>http://drphil.com/shows/bigfivepersonalityquiz</p> <p>Step 2: With reference to your results for step 1, complete exercise question 1 page 141</p>

6	Learning and Involvement	<p>READ: Chapter 6</p> <p>Assessment due for discussion: 1 page type up Retailers place great emphasis on store layout, design, physical evidence and atmospherics. This concept is referred to as the servicescape. Whys is it important and how does it influence consumer perception? Use one store example to illustrate.</p>
7	Attitudes	<p>READ: Chapter 7</p> <p>Assessment due for discussion: 1 page type-up</p> <p>Visit the following website to view the photo: http://chasethis.me/2011/06/02/who-is-your-brand/ Discuss your interpretation of this image in light of the way in which consumers learn about brands.</p>
8	Social influences	<p>READ: Chapter 8</p> <p>Assessment due for discussion: 1 page type-up</p> <p>Exercise question 3 page 274</p>
9	Culture	<p>READ: 11</p> <p>Class time allocated to your essay and Q&A with tutor.</p> <p>Assessment due for discussion: 1 page type-up What is customer participation? How can marketers involve customers in the brand experience? What are the benefits of doing so?</p>
10	Cross-cultural influences	<p>READ: Chapter 13</p> <p>In class discussion: Essay Q&A</p> <p>Assessment due for discussion: Draft of 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. Minimum of 2 pages, max of 3 pages.</p>
11	Decision making	<p>READ: Chapter 14</p> <p>Assessment due for discussion: 1 page type-up</p> <p>Exercise question – Set by your tutor</p>
12	Family	<p>READ: Chapter 9</p> <p>Assessment due for discussion: 1 page type-up</p> <p>Exercise question - Set by your tutor</p>

13	Exam Review & Tips	Tutor driven exam preparation and review Unit and Lecturer Evaluations
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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

New Assessment Policy in effect from Session 2 2016 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/

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

Disruption to Studies Policy 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/

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.

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) 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

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.

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

- Assessed Coursework
- Participation
- 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

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- Participation
- 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

- Assessed Coursework
- Participation
- 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

- Assessed Coursework
- Participation
- 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
24/02/2016	No change