



# MKTG203

## Consumer Behaviour

S2 Day 2018

*Archive (Pre-2019) - Dept of Marketing and Management*

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# General Information

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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 and articulate a range of external and internal influences on consumer behaviour.

Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.

Apply consumer behaviour knowledge to develop creative solutions to unsustainable

consumption decisions and practices acknowledging the ethical implications to society.  
Demonstrate the ability to undertake different roles and responsibilities within a group.

## General Assessment Information

Students must achieve 50% (50 marks out of 100) or higher to pass the unit.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Group Creative Production</a>	60%	No	Weeks 5, 6, 9, 11, 12
<a href="#">Final Exam</a>	40%	No	Formal examination period

### Group Creative Production

Due: **Weeks 5, 6, 9, 11, 12**

Weighting: **60%**

**Group Creative Production** to be submitted in three parts:

Part 1: Problem Identification & Background Research (group work 15%)

- Due in Weeks 5 and 6. Suggested topics and marking guide on iLearn.
- Created materials uploaded to iLearn and oral presentation in tutorials.
  - 2-3 group members present for 5 min each, 10-15 min per group.

Part 2: Consumer Research & Ethical Implications (individual work 30%)

- Due in Week 9. Marking guide available on iLearn.
- Written report a maximum of 2000 words submitted to Turnitin.

Part 3: Research Integration & Problem Solution (group work 15%)

- Due in Weeks 11 and 12. Marking guide available on iLearn.
- Created materials uploaded to iLearn and oral presentation in tutorials.
  - Remaining 2-3 group members present for 5 min each, 10-15 min per group.

**Group work:** Each group member must present at least once AND must attend BOTH of their group's presentations. Members who fail to attend or to present will receive 0 marks, except for cases in which an application for Special Consideration is made and approved. Students with approved Special Consideration will be required to give an individual oral presentation to the unit convenor to make-up for their absence.

**Individual work:** 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 Special Consideration is made and approved.

On successful completion you will be able to:

- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.
- Demonstrate the ability to undertake different roles and responsibilities within a group.

## Final Exam

Due: **Formal examination period**

Weighting: **40%**

The duration of the exam is 3 hour held during the university's exam period.

The final exam tests student knowledge of consumer behaviour attained during the semester. The final exam is comprehensive covering all materials in lectures (including guest lectures), tutorials (including both group and individual components of the creative production), textbook, required journal article readings and iLearn.

The final exam is multiple choice and long essay format.

Failure to take the final exam will result in 0 out of 40 marks. Students who miss the final exam due to illness will need to lodge an online Special Consideration application with supporting documentation in order to be considered for a supplementary final exam.

On successful completion you will be able to:

- Identify and articulate a range of external and internal influences on consumer behaviour.
- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.

## Delivery and Resources

**Lectures and Tutorials:**

- This unit consists of 3 hours face-to-face teaching per week, one 2 hour lecture and one 1 hour tutorial

**Required Reading: Textbook**

- Ling, Peter, Steven D'Alessandro, and Hume Winzar. 2015. *Consumer Behaviour in Action*. Oxford University Press: Australia and New Zealand.

**Required Reading: Journal Articles**

- Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K.P. and Weber, A., 2018. The many faces of sustainability-conscious consumers: A category-independent typology. *Journal of Business Research*, 91, pp.83-93.
- Olson, J. G., McFerran, B., Morales, A. C., & Dahl, D. W. (2016). Wealth and Welfare: Divergent Moral Reactions to Ethical Consumer Choices. *Journal of Consumer Research*, 42(6), 879-896.
- Reczek, R.W., Irwin, J.R., Zane, D.M. and Ehrich, K.R., 2017. That's not how I remember it: Willfully ignorant memory for ethical product attribute information. *Journal of Consumer Research*, 45(1), pp.185-207.
- Sheth, Jagdish N., Nirmal K. Sethia, and Shanthi Srinivas. 2011. Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39,1, 21-39.

**Other Resources are available on the MKTG203 iLearn website Technology Used and Required:**

- Students are required to use power point, word processing and ilearn.

**Unit Webpage:**

- Course materials are available on the learning management system (iLearn)
- The web page for this unit can be found at: <http://ilearn.mq.edu.au>
- The timetable for this unit can be accessed from this portal: <http://timetables.mq.edu.au>

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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 and articulate a range of external and internal influences on consumer behaviour.
- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.

#### Assessment tasks

- Group Creative Production
- 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 and articulate a range of external and internal influences on consumer behaviour.
- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.

- Demonstrate the ability to undertake different roles and responsibilities within a group.

## Assessment tasks

- Group Creative Production
- Final Exam

## Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## Learning outcomes

- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.
- Demonstrate the ability to undertake different roles and responsibilities within a group.

## Assessment tasks

- Group Creative Production
- Final Exam

## Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## Learning outcomes

- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments relating to ethical and sustainable consumption.
- Apply consumer behaviour knowledge to develop creative solutions to unsustainable consumption decisions and practices acknowledging the ethical implications to society.
- Demonstrate the ability to undertake different roles and responsibilities within a group.

## Assessment tasks

- Group Creative Production
- Final Exam

## Changes from Previous Offering

One of the assessment tasks has been slightly modified. The required journal article readings have been updated.

## Global contexts & Sustainability

This unit draws on high quality international consumer behaviour research with an emphasis on sustainable value for business and society. Assessment tasks allow students to demonstrate their knowledge of sustainability processes such as lifecycles, stakeholder interpretation and systemic thinking.

## Research & Practice

This unit uses research by Macquarie University researchers (Ling et al. 2015) and from external sources (see journal article reading list). This unit gives you practice in applying research findings in your assessment tasks. This unit gives you opportunities to conduct your own and to refine your interest in consumer behaviour.