



MKTG203

Consumer Behaviour

S3 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.

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

General Assessment Information

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

Assessment Tasks

Name	Weighting	Hurdle	Due
In-tutorial Activities	10%	No	Weeks 1-5 inclusive
In-tutorial Quiz	20%	No	Thursday December 20
Essay	30%	No	Tuesday January 8 by 9.00am
Final Examination	40%	No	Formal examination period

In-tutorial Activities

Due: **Weeks 1-5 inclusive**

Weighting: **10%**

Discussion of the assigned questions, exercises and/or cases in class attracts 1% per tutorial for a total of 10 tutorials (out of 12 tutorials) to a maximum of 10%. 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 questions, exercises and/or cases. Each tutorial you will receive a score of 1% or 0% between weeks 1 and 5 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, specially, the quality of your contributions to class discussions are also essential.

NB: If you miss one class in which verbal participation was assessed and if you meet the criteria

for "Disruption to studies", please apply.

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

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In-tutorial Quiz

Due: **Thursday December 20**

Weighting: **20%**

The quiz is a **closed book test** (no textbook or notes permitted) and will operate under exam conditions.

The quiz is comprehensive covering all materials **from Chapter one to Chapter six**.

The quiz will be accessible during your registered tutorial class time only on the assigned date. Please ensure you attend the tutorial on December 20, 2018.

Penalties: No extensions will be granted. Students who do not undertake the quiz on the specified date will be awarded a mark of **zero** for the task. Students who have an approved Special Consideration application will be granted consideration.

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Essay

Due: **Tuesday January 8 by 9.00am**

Weighting: **30%**

Students are required to complete an individual essay during the course. Each student should **select one of the essay topics below**.

Topics:

1. Discuss materialism and its relevance to contemporary consumer behaviour. Evaluate the importance of materialistic behaviour to marketers of brands, and explain how it applies to 'real world' decision making. Provide example(s) to support your arguments.
2. Discuss luxury consumption and its relevance to contemporary consumer behaviour. Evaluate the importance of luxury consumption to marketers of brands, and explain how it applies to 'real world' decision making. Provide example(s) to support your arguments.

You are required to research and discuss this assertion in a scholarly essay.

The essay focuses on analysing and critically examining the literature related to the specified topic. Students are required to analyse, evaluate, and communicate the critical issues associated with the topic and draw an appropriate conclusion from the critical analysis of the literature. You must support your answer with a minimum of 5 high quality journal articles and at least one marketing example. Strict maximum of 2,000 words permitted.

Essays must be submitted online via Turnitin for MKTG203 before 9am, Tuesday January 8, 2019.

- Your soft copy must include all parts of your work including a title Page with full student name (last name in CAPITALS), ID number, tutor name, tutorial day and time, the complete reference list and any appendices.
- Please name your file as follows: Surname_Tutor_Final Essay.doc
- Essay should be formatted in 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.
- Word limit includes in-text citations, but not title page, sub-headings, reference list or appendices.
- Full Harvard referencing is required (in-text citations and reference list).
- Essays will be marked electronically via GradeMark on Turnitin using iLearn, annotated with comments from the marker. Your grades will be available for viewing in Gradebook via iLearn. An announcement will be made on iLearn when assignments have been marked.
- No extensions will be granted.

Notes:

- Failing to meet the 5 quality journal article minimum will lead to a 10% deduction of marks.
- Make sure to use quality journal articles accessed from top ranking journals listed in unit guide. If in doubt find out the journal ranking, ask your tutor, or pose a question on the general iLearn discussion board.

- Failure to reference or inaccurate referencing will lead to a 10% deduction of marks.
- Exceeding the word limit will lead to a 10% deduction of marks. Markers will stop reading once the 2000 word limit is reached.
- Late submissions will lead to a 10% deduction for each 24 hour period or part thereof (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.

On successful completion you will be able to:

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Final Examination

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, tutorials, textbook, and the materials discusses in your individual essay. Your weekly tutorial class discussions will be of benefit in preparing for the exam. The final exam is short essay format. Students must answer **four short essay questions** worth 40% of the total assessment.

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:

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- Critically discuss, analyse and integrate consumer behaviour literature to create coherent and theoretically rigorous arguments.
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Delivery and Resources

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

In addition to the textbook recommended above, 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:

- Journal of Marketing
- Journal of Marketing Research
- Marketing Science
- Journal of Consumer Research
- Journal of the Academy of Marketing Science
- Journal of Consumer Psychology
- International Journal of Research in Marketing
- Journal of Advertising
- Journal of International Marketing
- International Journal of Advertising
- Psychology and Marketing
- Journal of Business Research
- Marketing Theory
- Marketing Letters
- Journal of Marketing Communications
- Journal of Marketing Theory and Practice
- Journal of Services Marketing
- Journal of Consumer Culture
- European Journal of Marketing
- Consumption Markets and Culture
- Journal of Service 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.

Unit Webpage:

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

Consultation

Teaching staffs 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.

Unit Schedule

Schedule	Lecture	Tutorial activities
Week 1 Tuesday	TOPIC: Introduction Chapter 1: Introduction to Consumer Behaviour	Briefing on assessment requirements <u>In-tutorial discussion:</u> Chapter 1 <i>End-of-chapter questions: 16</i>
Week 1 Thursday	TOPIC: Consumers as Social Beings Chapter 2: Culture and Consumer Behaviour	<u>In-tutorial discussion:</u> Chapter 2 <i>End-of-chapter questions: 8,10</i>
Week 2 Tuesday	TOPIC: Consumers as Social Beings Chapter 3: Social Class and Consumer Behaviour	<u>In-tutorial discussion:</u> Chapter 3 <i>End-of-chapter questions: 4,9,10</i>
Week 2 Thursday	TOPIC: Consumers as Social Beings Chapter 4: Reference Groups and Consumer Behaviour	<u>In-tutorial discussion:</u> Chapter 4 <i>End-of-chapter questions: 3,14</i>
Week 3 Tuesday	TOPIC: Consumers as Individuals Chapter 5: Needs, Motivations and Consumer Behaviour	Discussion on plagiarism and referencing <u>In-tutorial discussion:</u> Chapter 5 <i>End-of-chapter questions: 10,14</i>
Week 3 Wednesday	TOPIC: Consumers as Individuals Chapter 6: Consumer Personality and Self-Concept	<u>In-tutorial discussion:</u> Chapter 6 <i>End-of-chapter questions: 4,6</i>
Week 3 Thursday	TOPIC: Consumers as Individuals Chapter 7: Consumer Perception	IN-TUTORIAL QUIZ <u>REMINDER:</u> Essay submission due – Tuesday January 8 by 9.00am

BREAK		
Week 4 Tuesday	TOPIC: Consumers as Individuals Chapter 8: Learning and Consumer involvement	<u>In-tutorial discussion:</u> Chapter 8 <i>End-of-chapter questions: 4,10</i>
Week 4 Wednesday	TOPIC: Consumers as Individuals Chapter 9: Consumer Attitudes and Attitude Change	<u>In-tutorial discussion:</u> Chapter 9 <i>End-of-chapter questions: 2,8</i>
Week 4 Thursday	TOPIC: Consumers as Individuals Chapter 10: Decision Making and Consumption Experiences	<u>In-tutorial discussion:</u> Chapter 10 <i>End-of-chapter questions: 2,9</i>
Week 5 Tuesday	TOPIC: Consumer Decisions and Experiences Chapter 11: Social Change and the Diffusions of Innovations	<u>In-tutorial discussion:</u> Chapter 11 <i>End-of-chapter questions: 4,6</i>
Week 5 Thursday	REVISION	REVISION

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

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.

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

Assessment tasks

- In-tutorial Activities
- In-tutorial Quiz
- Essay
- Final Examination

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

Assessment tasks

- In-tutorial Activities
- In-tutorial Quiz

- Essay
- Final Examination

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

Assessment tasks

- Essay
- Final Examination

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

Assessment tasks

- Essay
- Final Examination

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:

Assessment tasks

- In-tutorial Activities
- In-tutorial Quiz

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:

Assessment tasks

- In-tutorial Activities
- In-tutorial Quiz

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.