



**UNSW**

## UNSW Course Outline

# MARK2051 Consumer Behaviour - 2024

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## General Course Information

**Course Code :** MARK2051

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Marketing

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

[Useful Links](#)

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

The need for marketers to understand why consumers act as they do in the marketplace is the crux of this subject. Students are equipped with theoretical and conceptual knowledge of consumer behaviour, drawing heavily on both psychological and sociological viewpoints. This

includes the psychology of individual decision-making and choice, patterns of behaviour exhibited by aggregate groups of consumers, and also the sociological and cultural influences on consumer attitudes and behaviour. This prepares students for making informed decisions about how to manage and respond to the needs and wants of consumers.

## Course Aims

The objective of MARK2051 Consumer Behaviour is to develop an appreciation and understanding of the core aspects of consumer psychology. The course is relevant to those of you who want to understand a human behaviour from an economic and marketing perspective. The aim is to prepare you for a future role as marketing managers, consultants or advisors. The goal is to improve your ability to understand, critically analyse, and apply current research in consumer behaviour to concrete management problems.

## Relationship to Other Courses

The aim of this course is to develop an appreciation and understanding of the core aspects of consumer psychology. The course is relevant to those of you who want to understand human behaviour from an economic and marketing perspective. The aim is to prepare you for a future role as marketing managers, consultants, or advisors. The goal is to improve your ability to understand, critically analyse, and apply current research in consumer behaviour to concrete management problems.

Prerequisite conditions: MARK1012 or MARK2012

# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Articulate major concepts and research in specific marketing, economic, and psychology areas which have relevance to consumer behaviour.	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO2 : Develop skills in scholarly enquiry: (a) Appreciate how consumer behaviour research is conducted and translated into practical knowledge, and (b) Develop independent secondary and primary research skills for collection, analysis, and critical evaluation of information.	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO3 : Think critically, independently, and creatively about consumer behaviour concepts and application.	<ul style="list-style-type: none"><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>
CLO4 : Apply these concepts to practical situation and developing effective marketing strategies.	<ul style="list-style-type: none"><li>• PLO2 : Problem Solving</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO5 : Identify examples of how marketers use their knowledge of consumer behaviour in their marketing strategies and critically evaluate the applications evident in current practice.	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO6 : Global and Cultural Competence</li></ul>
CLO6 : Construct written work which is logically and professionally presented and communicate ideas in a succinct and clear manner for a business context.	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO3 : Business Communication</li><li>• PLO5 : Responsible Business Practice</li></ul>
CLO7 : Work efficiently and effectively in a teamwork environment to achieve specific outcomes.	<ul style="list-style-type: none"><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li></ul>

Course Learning Outcomes	Assessment Item
CLO1 : Articulate major concepts and research in specific marketing, economic, and psychology areas which have relevance to consumer behaviour.	<ul style="list-style-type: none"> <li>• Online Activities - Tutorial Preparation</li> <li>• QUIZ</li> <li>• Group Project</li> </ul>
CLO2 : Develop skills in scholarly enquiry: (a) Appreciate how consumer behaviour research is conducted and translated into practical knowledge, and (b) Develop independent secondary and primary research skills for collection, analysis, and critical evaluation of information.	<ul style="list-style-type: none"> <li>• Group Project</li> </ul>
CLO3 : Think critically, independently, and creatively about consumer behaviour concepts and application.	<ul style="list-style-type: none"> <li>• Online Activities - Tutorial Preparation</li> <li>• QUIZ</li> <li>• Group Project</li> </ul>
CLO4 : Apply these concepts to practical situation and developing effective marketing strategies.	<ul style="list-style-type: none"> <li>• Online Activities - Tutorial Preparation</li> <li>• QUIZ</li> <li>• Group Project</li> </ul>
CLO5 : Identify examples of how marketers use their knowledge of consumer behaviour in their marketing strategies and critically evaluate the applications evident in current practice.	<ul style="list-style-type: none"> <li>• Group Project</li> </ul>
CLO6 : Construct written work which is logically and professionally presented and communicate ideas in a succinct and clear manner for a business context.	<ul style="list-style-type: none"> <li>• Group Project</li> </ul>
CLO7 : Work efficiently and effectively in a teamwork environment to achieve specific outcomes.	<ul style="list-style-type: none"> <li>• Group Project</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360 | Zoom

## Learning and Teaching in this course

We will vary the pace by having a mix of formal lectures, group activities, and self-study.

The course is designed to challenge you, encourage you to think for yourselves, and take responsibility for your own learning. Thus, emphasis is placed on self-directed as well as active learning during discussions and application tasks. The primary aim of the lectures is to introduce you to the theory and concepts of consumer behaviour in an involving and stimulating environment. Use of video, audio, examples and lecture activities is made in that respect. Class/tutorial activities on the other hand encourage self-directed learning and practical application of

key concepts to marketing problems. To obtain full benefits from this course, I suggest you extend yourself beyond your comfort zone. There is a course textbook read it, but keep in mind it is for your background information. The course is developed to provide value by teaching "above and beyond the book." I will share the most recent insights in the field that are not yet in any textbook.

In particular, many of the readings will highlight alternative perspectives and they will help you hone your skills in making critical evaluations.

## Additional Course Information

We will vary the pace by having a mix of formal lectures, group activities, and self-study.

The course is designed to challenge you, encourage you to think for yourselves, and take responsibility for your own learning. Thus, emphasis is placed on self-directed as well as active learning during discussions and application tasks. The primary aim of the lectures is to introduce you to the theory and concepts of consumer behaviour in an involving and stimulating environment. Use of video, audio, examples and lecture activities is made in that respect. Class/tutorial activities on the other hand encourage self-directed learning and practical application of key concepts to marketing problems.

To obtain full benefits from this course, I suggest you extend yourself beyond your comfort zone. There is a course textbook – keep in mind it is for your background information. The course is developed to provide value by teaching "above and beyond the book." I will share the most recent insights in the field that are not yet in any textbook.

In particular, many of the readings will highlight alternative perspectives and they will help you hone your skills in making critical evaluations, including hopefully improving your own consumer behaviour.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Online Activities - Tutorial Preparation Assessment Format: Individual	10%	
QUIZ Assessment Format: Individual	60%	
Group Project Assessment Format: Group	30%	

# Assessment Details

## Online Activities - Tutorial Preparation

### Assessment Overview

(7%) Individual assignment This assignment is designed to help you build the "backbone" knowledge for the course.

(3%) Research Participation In marketing practice, information regarding consumers and their behaviour is frequently collected by academics, marketing research firms, and consulting companies using research surveys. These surveys produce new knowledge that ultimately finds its way into textbooks and university courses. In Week 9, we will explore the use of such research tools to gain a greater understanding of how consumer behaviour knowledge, some of which has been taught in this course, is generated through research, and how to ensure research participants provide valid and accurate responses that informs that knowledge. To prepare for the tutorial discussion, you will take an active part in a research project designed and led by a researcher from the UNSW School of Marketing.

How to access research participation: Research participation projects will be announced mid-way through the term. Information how to participate in the research project is then provided on Moodle. Note, the UNSW research laboratory (aka BizLab) rules state that research participation for one online survey can only be awarded 1.5% of marks. This means that for the 3% research participation component students should complete two online surveys. The links to the two surveys will be provided on Moodle. For all questions about each survey please contact the researchers who lead and design the surveys. Their contact details are provided in the links on Moodle.

Assesses: PL01, PL02

### Course Learning Outcomes

- CLO1 : Articulate major concepts and research in specific marketing, economic, and psychology areas which have relevance to consumer behaviour.
- CLO3 : Think critically, independently, and creatively about consumer behaviour concepts and application.
- CLO4 : Apply these concepts to practical situation and developing effective marketing strategies.

## QUIZ

### Assessment Overview

The quizzes are designed to test understanding of the lecture and tutorial content throughout the course

Assesses: PLO1, PLO2

BCom Students: MyBCom Course points for PLO2

### Course Learning Outcomes

- CLO1 : Articulate major concepts and research in specific marketing, economic, and psychology areas which have relevance to consumer behaviour.
- CLO3 : Think critically, independently, and creatively about consumer behaviour concepts and application.
- CLO4 : Apply these concepts to practical situation and developing effective marketing strategies.

### Detailed Assessment Description

Average across Individual Quizzes/Assignment

## Group Project

### Assessment Overview

The group project is designed to test what's called "applied-understanding", that is understanding how course concepts are understood in application through an example. The approach taken here is by structuring the group assignment around creation of content, where teams of students design applied examples of course concepts. Emphasis is placed on feedback and explanations included with the examples.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO7

BCom Students: MyBCom Course points for PLO5, PLO7

### Course Learning Outcomes

- CLO1 : Articulate major concepts and research in specific marketing, economic, and psychology areas which have relevance to consumer behaviour.
- CLO2 : Develop skills in scholarly enquiry: (a) Appreciate how consumer behaviour research is conducted and translated into practical knowledge, and (b) Develop independent secondary and primary research skills for collection, analysis, and critical evaluation of information.
- CLO3 : Think critically, independently, and creatively about consumer behaviour concepts and application.

- CLO4 : Apply these concepts to practical situation and developing effective marketing strategies.
- CLO5 : Identify examples of how marketers use their knowledge of consumer behaviour in their marketing strategies and critically evaluate the applications evident in current practice.
- CLO6 : Construct written work which is logically and professionally presented and communicate ideas in a succinct and clear manner for a business context.
- CLO7 : Work efficiently and effectively in a teamwork environment to achieve specific outcomes.

## General Assessment Information

### Grading Basis

Standard

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	The lecture will cover 2 topics: 1) Introduction to Consumer Behaviour & Marketing Strategy. 2) Consumer Decision Making. And start of the The decision Making Process
Week 2 : 19 February - 25 February	Lecture	The Decision Making Process. Decision Rules. Tutorial 1 (attendance is very important for the assignment 1). Individual Assignment 1 will be released after the last tutorial of the week.
Week 3 : 26 February - 3 March	Lecture	Perception and Attention. Tutorial 2. Group formation.
Week 4 : 4 March - 10 March	Lecture	Memory. Learning (incl. Classical and Instrumental conditioning and their implicaitons to Marketing). Tutorial 3
Week 5 : 11 March - 17 March	Lecture	Attitudes and Persuasion Tutorial 4. Quiz 1
Week 6 : 18 March - 24 March	Other	Flexibility week. No lecture and No Tutorials Time to reflect, review, and catchup on course content. Continue working on the group assignment.
Week 7 : 25 March - 31 March	Lecture	Emotions (Recent Perspective) and Marketing implications Tutorial 5
Week 8 : 1 April - 7 April	Lecture	Social Influence and Marketing Implications: Reference Groups and Social Norms Tutorial 6. Group Assignment Presentations during the tutorials
Week 9 : 8 April - 14 April	Lecture	Culture Tutorial 7 (last Tutorial)
Week 10 : 15 April - 21 April	Lecture	Course Review. No Tutorials Quiz 2

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## General Schedule Information

The course schedule details are below. A more detailed schedule will be available on Moodle

# Course Resources

## Prescribed Resources

Lecture slides, references to the academic articles on the slides, online recordings and tutorial activities are the main resources. The recommended textbook is:

Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters, Eugene Chan, Gavin Northey (2021) Consumer Behaviour: Asia-Pacific Edition, 2nd Edition. The international edition of this textbook is used a lot in Europe, USA and Canada at "better universities" and this is their newest Asia-Pacific edition. Details on how to purchase the book will be on Moodle (we are negotiating a discount via the publisher).

I am aware of the costs, especially at this difficult times, so yes, previous editions work too- no problems. With a textbook, you will cover yourselves for the basics. However, please keep in mind that a textbook serves as your background reading anyway, I teach "above and beyond a textbook."

## Course Evaluation and Development

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality (one example is introduction of a company assignment and reducing the number of assessments).

However, my Experience survey is not the only way. By all means give us comments during the course as well!

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Valentyna Me Inyk		Quad 3047		by appointment	No	Yes

# Other Useful Information

## Academic Information

### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support page](#).

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

### STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support page](#). For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

### Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the

process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.

5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

## LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## Faculty-specific Information

## PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

## COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

## QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.