MARK5800 Consumer Behaviour - 2024

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General Course Information

Course Code : MARK5800
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 : Postgraduate
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

This course aims to give students insight into how a greater understanding of the individual can help in informing marketing decision making within an organization. A secondary aim is to foster an increased awareness of marketing activities in the current Australian environment.

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. The course extends knowledge gained in MARK5700.

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.	• PLO1 : Business Knowledge
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.	• PLO2 : Problem Solving
CLO3 : Think critically, independently, and creatively about consumer behaviour concepts and application.	• PLO2 : Problem Solving
CLO4 : Apply these concepts to practical situation and developing effective marketing strategies.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
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.	• PLO2 : Problem Solving • PLO6 : Global and Cultural Competence
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.	• PLO4 : Teamwork • PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Articulate major concepts and research in specific marketing, economic, and psychology areas which have relevance to consumer behaviour.	• QUIZZES 1-3 • Tutorial Preparation • Group Project
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.	• Tutorial Preparation • Group Project
CLO3 : Think critically, independently, and creatively about consumer behaviour concepts and application.	• QUIZZES 1-3 • Tutorial Preparation • Group Project
CLO4 : Apply these concepts to practical situation and developing effective marketing strategies.	• QUIZZES 1-3 • Tutorial Preparation • Group Project
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.	• Group Project
CLO6 : Construct written work which is logically and professionally presented and communicate ideas in a succinct and clear manner for a business context.	• Group Project
CLO7 : Work efficiently and effectively in a teamwork environment to achieve specific outcomes.	• Group Project

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams | Echo 360

Learning and Teaching in this course

The Consumer Behaviour course is designed to challenge you, encourage you to think for yourselves, and take responsibility for your own learning. The course is delivered in a lecture form complemented with discussion, analysis and application of key concepts, and recent research findings are crucial to development of a deeper understanding of consumer behaviour. Thus, emphasis is placed on active learning during discussions and application tasks. The primary aim of my presentations 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 also encourage active learning via discussion, active peer 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. That means attending the lectures and tutorials, and proactively participating in the discussions, class/ tutorial activities, and the lectures.

Additional Course Information

This course will be delivered face-to-face through a mix of formal lectures and exercises, along with individual and group activities.

Lectures:

• In the lectures, I will be outlining the main theoretical concepts in consumer behaviour. The engagement/ involvement with the course concepts will be enhanced by video examples, activities, and discussions. Short lecture activities/ real-life examples will help engage you in active elaboration and creative thinking about the course concepts.

Tutorial/ class Activities:

• Tutorial/ class activities are an important component of the course. Each activity period aims to apply the concepts learned in the lectures to real-life issues/ situations and a hands-on project, to encourage active peer learning.

Discussion during class (lecture and tutorial) is strongly encouraged because it leads to deeper understanding of concepts and issues in marketing management. These discussions are important because they reinforce the course concepts introduced during the lectures and emphasize deep rather than surface understanding.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
QUIZZES 1-3 Assessment Format: Individual	60%	Start Date: Described on Moodle Due Date: Described on Moodle	• PLO1 : Business Knowledge • PLO2 : Problem Solving
Tutorial Preparation Assessment Format: Individual	10%	Start Date: Details on Moodle Due Date: Details on Moodle	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO6 : Global and Cultural Competence
Group Project Assessment Format: Group	30%	Start Date: Week 4 Due Date: Week 10	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO4 : Teamwork • PLO7 : Leadership Development

Assessment Details
QUIZZES 1-3

<u>Assessment Overview</u>

The quizzes 1-3 are designed to test the lecture content materials (including readings, lecture videos, and tutor's commentary videos). 20% each quiz

<u>Course Learning Outcomes</u>

- 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.

<u>Detailed Assessment Description</u>

Three quizzes worth 20% each (for a total of 60%) will be scheduled in weeks 3, 7, and 10 in the course to give you regular feedback regarding your understanding and mastery of the course material, at regular intervals. Details on the format of the quiz will be provided in advance of the test.

<u>Assessment Length</u>

Described on Moodle

Assignment submission Turnitin type

Not Applicable

Tutorial Preparation

Assessment Overview

(7%) This activity/ activities will require students to apply the theory and concepts learnt in the course to various contexts. This will thus enable them to keep up with the course content and consolidate their learning.

(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.

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.

Detailed Assessment Description

Assessment Length

Described on Moodle

Submission notes

Described on Moodle

Assignment submission Turnitin type

Not Applicable

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. Submission is in video format.

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.

Assessment Length

Described on Moodle

<u>Submission notes</u>

Described on Moodle

<u>Assignment submission Turnitin type</u>

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

General Assessment Information

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.

<u>Grading Basis</u>

Standard

<u>Requirements to pass course</u>

In order to pass this course, you must achieve a composite mark of at least 50.

NOTE: 80% attendance (i.e., 6 out of 7 tutorials) is mandatory in tutorials, in order to be eligible to take Quiz 3 in week 10.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Introduction to Consumer Behaviour: Consumer Behaviour & Marketing Strategy
	Homework	Course Preparation (find on Moodle): • Course outline. • Course introduction (pre-recorded video under O-week) • Course schedule, delivery, and assessment details.
Week 2 : 19 February - 25 February	Lecture	Decision Making Process: • Problem Recognition • Information Search
	Homework	• Complete Lecture Activity (from Week 1) and bring to tutorial.
	Tutorial	• Discussion (Lecture Activity from Week 1) • In-class Activity
Week 3 : 26 February - 3 March	Lecture	Decision Making Process: • Information Search (cont.) • Decision Rules
	Tutorial	• In-class Activity • Discussion (Group Project) • Quiz 1
Week 4 : 4 March - 10 March	Lecture	Individual Influences: • Attitudes & Persuasion (Pre-recorded video as LIC away for a conference)
	Tutorial	• Admin (Groups and Brand Selection) • Discussion (Project Survey Template)
Week 5 : 11 March - 17 March	Lecture	Individual Influences: • Attitudes (cont.) • Perception
	Tutorial	• Due: Case Review (submission before tutorial, via Turnitin on Moodle) • Discussion (Case)
Week 6 : 18 March - 24 March	Other	• Catch-up on all content and readings • Continue working on group project
Week 7 : 25 March - 31 March	Lecture	Individual Influences: • Perception (cont.) • Learning & Memory
	Tutorial	• In-class Activity • Quiz 2 • Due: Project Surveys (submission via email)
Week 8 : 1 April - 7 April	Lecture	Cultural/ Social Influences: • Reference Groups & Social Norms
	Tutorial	• Review: Project Surveys (Feedback)
Week 9 : 8 April - 14 April	Lecture	• Culture
	Tutorial	• In-class activity • Discussion (Project Calculations) • Group project Work
Week 10 : 15 April - 21 April	Lecture	• Course Review • Quiz 3
	Homework	• Due: Group Project Report

Attendance Requirements

Lectures (except in Week 4) and tutorials will be conducted face-to-face. At least **80% attendance** in lectures is strongly encouraged. At least 80% attendance is mandatory in tutorials. **Research has shown that attendance is the single biggest predictor of success in a course.**

General Schedule Information

The course will run from week 1 to week 10, with tutorials starting in Week 2 and ending in Week 9. Week 6 will be a non-teaching week with no new material covered or assessments due that week.

Course Resources

Prescribed Resources

This course uses the following textbook:

Consumer Behaviour | 2nd Edition | AU/NZ, Wayne D. Hoyer/Deborah J. MacInnis/Rik Pieters/ Eugene Chan/Gavin Northey

- Hard copy - https://au.cengage.com/c/isbn/9780170439978/
- Digital version - https://au.cengage.com/c/isbn/9780170439978/
- Digital version - MindTap otion (details on Moodle)

Weekly lecture slides, readings, and other resources will be provided on Moodle. Please note that none of these course resources may be shared with any form of cram schools or be uploaded to unofficial forums, such as YouTube.

Course Evaluation and Development

Course feedback based on the "My Experience" is important but typically only helps improve the course for the next term or next year. The underlying problem is that "My Experience" survey is offered at the end of the course. Since by definition students are no longer engaged with the course at the end, any feedback has no impact on their experience in the course. Therefore, in addition to the myExperience process, the LIC for the course conducts a mid-term evaluation of the course to determine qualitative aspects of your learning experience during the course. These help sustain the continual improvement and development of the course.

Your feedback is valuable and has a real impact on the course improvement. The inclusion of active peer learning, audio and video clips, and class exercises in large group settings is a direct result of the feedback provided by students in the past years.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Nitika Garg					No	Yes
Tutor	Syeda Afza					No	No
	Dita Permata					No	No
	Yuli Li					No	No

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

page. For PG Research PLOs, including MPDBS, please refer to the UNSW HDR Learning Outcomes.

Academic Honesty and Plagarism

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.