

## Course Outline

**Code: MKG210**

**Title: Consumer Behaviour**

<b>School:</b>	Business
<b>Teaching Session:</b>	Semester 1
<b>Year:</b>	2019
<b>Course Coordinator:</b>	Dr Rory Mulcahy   rmulcahy@usc.edu.au
<b>Course Moderator:</b>	Dr David Fleischman

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

### 1. What is this course about?

#### 1.1 Description

Consumer behaviour is a fascinating field that studies individuals, groups and organisations and the processes they use to select, secure and dispose of products, services, experiences or ideas. Consumer behaviour blends psychology, sociology, social anthropology, economics and marketing so as to understand the decision-making processes of buyers. This course examines a wide range of consumer behaviour concepts, models and emerging trends that are essential to the marketing success of today's commercial firms, non-profit organisations and government institutions alike.

#### 1.2 Field trips, WIL placements or activities required by professional accreditation

N/A

### 2. What level is this course?

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

### 3. What is the unit value of this course?

12 units

#### 4. How does this course contribute to my learning?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Recall and explain consumer behaviour theories.	1	Knowledgeable.
Critique marketplace trends across various contexts using consumer behaviour theories and develop creative and sustainable remedies.	2	Creative and critical thinkers. Sustainability-focused.
Deconstruct, appraise and apply consumer behaviour theories.	3	Empowered.

#### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

##### 5.1 Enrolment restrictions

Nil

##### 5.2 Pre-requisites

Nil

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

Nil

##### 5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

#### 6. How am I going to be assessed?

##### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

##### 6.2 Details of early feedback on progress

Early feedback will be provided in two ways. First, via a Concepts Test in the first half of semester. This assessment piece will provide students feedback regarding their ability to recall and explain knowledge relating to the foundational content of the course. Second, students will also be provided formative feedback during tutorial activities throughout the semester.

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Examination	Individual	20%	1 hour	Week 5	In Class
2	Report	Individual	40%	1,750 words	Week 11	Online Assignment Submission with Plagiarism check
3	Examination	Individual	40%	2 hours	Central examination period	Exam Venue
			100%			

#### Assessment 1: Concepts Test

<b>Goal:</b>	A concepts test will be conducted under exam conditions in the Lecture in Week 5. The concepts test will examine your understanding of and capacity to apply consumer behaviour theory and concepts covered in the course to date.
<b>Product:</b>	Examination
<b>Format:</b>	This is an individual assessment task. You will have 1 hour to complete the test in the scheduled lecture time.
<b>Criteria:</b>	Recall, explain and apply consumer behaviour theories and concepts.

#### Assessment Task 2: Consumer insight report

<b>Goal:</b>	You will evaluate a particular consumer behaviour issue using consumer behaviour theories and research to provide an innovative sustainable marketing solution, which will benefit both consumer and provider. More detail will be provided on the course Blackboard site.
<b>Product:</b>	Report
<b>Format:</b>	This is a 1,750 word, individual assessment task.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• understanding of consumer behaviour theories</li> <li>• evaluation of consumer behaviour theories in various contexts</li> <li>• creative and critical thought</li> <li>• development of creative and sustainable recommendations</li> <li>• effective written communication skills</li> </ul>

#### Assessment Task 3: Final examination

<b>Goal:</b>	You will demonstrate the breadth and depth of your understanding of consumer behaviour theory and your capacity to critically apply these across various contexts. The final examination will consist of multiple-choice and short-answer questions. Examination preparation and practice questions will be discussed in week 12.
<b>Product:</b>	Examination
<b>Format:</b>	This is an individual assessment task. You will have 2 hours to complete the exam.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• deconstruct, appraise and apply consumer behaviour theories</li> <li>• identify connections between consumer behaviour theories and contexts using well-explained, relevant examples</li> </ul>

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
on campus	Lecture (1.5 hours) Tutorial (1 hour)

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below as they are required:

Author	Year	Title	Publisher
Solomon, M., Russell-Bennett, R. and Previute, J	2013, 3 <sup>rd</sup> ed	<i>Consumer Behaviour: Buying, Having, Being</i>	Pearson

### 8.2 Specific requirements

N/A

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

## 10.2 Assessment: Additional requirements

### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

## 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

## 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

## 10.5 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

**Appendix 1 Course content**

<b>Week # / Module #</b>	<b>What key concepts/content will I learn?</b>	<b>Directed Study Activities: teaching components</b>
1	Introduction to Consumer Behaviour	Lecture no tutorial
2	Decision making	Lecture and tutorial
3	Buying and disposing	Lecture and tutorial
4	Motivations and values	Lecture and tutorial
5	Concepts Test in Lecture Time	Lecture (No Formal Classes)
6	Attitudes and Attitude Change	Lecture and tutorial
7	Self and Personality	Lecture and tutorial
8	Perception, Learning and Memory	Lecture and tutorial
9	Assessment 2 Overview	Lecture and tutorial
10	Groups and Social Connections	Lecture and tutorial
11	Income and Social Class	Lecture and tutorial
12	Final Exam Preparation	Lecture and tutorial
13	Review and Consultation	No Formal Classes

Please note that the course activities may be subject to variation.

**Mid Semester Break:**

15<sup>th</sup> April 2019-21<sup>st</sup> April 2019 (Between Week 7 and Week 8)

**Public Holidays**

Easter Monday- Monday 22<sup>nd</sup> April 2019 (Week 8)

Anzac Day - Thursday 25<sup>th</sup> April 2019 (Week 8)

Labour Day - Monday 6<sup>th</sup> May 2019 (Week 10)