



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Consumer Behaviour

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MKT	1002	86113	1, 2009	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080599

### STAFFING

Examiner: Karen Miller  
Moderator: Jane Summers

### REQUISITES

Co-requisite: MKT1001

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.

### RATIONALE

The study of consumer behaviour is seen as critical to understanding all marketing strategy decision making. An understanding of the psychological and sociological aspects of consumers' search and choice processes is vital to an in-depth appreciation of later subjects such as promotion management, market research, strategic marketing and others.

### SYNOPSIS

This course develops in depth the basics of consumer behaviour introduced in MKT1001 Introduction to Marketing. It is based upon the premise that consumers are the key to success of any marketing effort and hence marketers need to know how and why consumers behave the way they do. The course examines in detail the environmental influences, individual differences and psychological processes which influence the consumer decision processes. Consumer trends are examined through case analysis, media study and real life application.

### OBJECTIVES

The course objectives define the student learning outcomes for a course. On successful completion of this course, students should be able to:

1. describe the nature and scope of consumer behaviour in marketing

2. explain the psychological, social and cultural bases of consumer behaviour and demonstrate an understanding of their relationships to each other
3. explain the situational, internal and external factors that influence consumer behaviour and demonstrate an understanding of their relationships to each other
4. analyse and critique the decision making processes of consumers in a marketing context
5. explain the similarities and differences between consumer/household behaviour and the behaviour of businesses and how marketers can analyse buying behaviour and apply it when developing marketing strategies
6. describe, explain and discuss consumer behaviour and its associated theories and practices in relation to consumerism, the changing society, legislation and regulation and ethics
7. use knowledge of consumer behaviour to develop and recommend effective marketing strategy
8. demonstrate an ability to identify appropriate problem solving processes
9. demonstrate effective verbal, written, and electronic communication skills to an appropriate, professional business standard
10. present material in correct format including appropriate use of the Harvard referencing style for sources to an appropriate, professional business standard
11. demonstrate the ability to effectively and efficiently use USQ Library Gateway, the Internet and other electronic and hard copy resources as research tools to an appropriate, professional business standard
12. demonstrate the ability to organise themselves to competently complete the required tasks on time to an appropriate, professional business standard.

## TOPICS

	Description	Weighting (%)
1.	Consumer behaviour, marketing strategy and situational influences	5.00
2.	The decision process and problem recognition	10.00
3.	Information search and evaluating and selecting alternatives	10.00
4.	Outlet selection, purchase and post-purchase processes	5.00
5.	Perception, learning, memory and product positioning	10.00
6.	Motivation, personality and emotion	10.00
7.	Attitude and attitude change	10.00
8.	The changing Australasian society: demographics and lifestyle	5.00
9.	Household structure and consumption	5.00
10.	Group influences on consumer behaviour and group communications	10.00
11.	Social stratification and cross-cultural variations in consumer behaviour	10.00
12.	Business-to-business buying behaviour and consumers and society	10.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Quester, P, Neal, C, Pettigrew, S, Grimmer, M, Davis, T & Hawkins, DI 2007, *Consumer behaviour: implications for marketing strategy, enhanced 5th edn*, McGraw-Hill, North Ryde, New South Wales.

(A pin access code for Consumer Behaviour Simulations will be included with this text.)

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Any consumer behaviour text, marketing research text or relevant marketing journals may be used to support student's learning in this course.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	40.00
Directed Study	70.00
Private Study	50.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
ASSIGNMENT 1 (ONLINE TESTS)	15.00	15.00	20 Mar 2009 (see note 1)
ASSIGNMENT 2 (REPORT)	25.00	25.00	23 Apr 2009 (see note 2)
2 HOUR EXAMINATION	120.00	60.00	END S1 (see note 3)

### NOTES

1. The online tests assess Objectives 1 - 9, 11 and 12. The online tests must be submitted electronically by 5.00pm AEST (GMT + 10 hours) by the due date as per the detailed instructions contained within the Introductory Book. Students are required to complete each online test by the due date and time. Each online test will only be available from the USQConnect Study Desk and only for a one-week period. Students will not be permitted to attempt any online test after its respective due date regardless of circumstances. The

- online tests are worth a total of 15% of your final grade. Your best three (3) results will be taken as your mark for Assignment 1.
2. The report assesses Objectives 4, and 7 - 12.
  3. The examination assesses Objectives 2 - 8. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

## **IMPORTANT ASSESSMENT INFORMATION**

- 1 Attendance requirements:  
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded. All online tests must be completed by the due date with no opportunities for resubmission or resitting of the online tests.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the examination for this course are (i) Writing materials: non-electronic and free from material which could give the student an unfair advantage in the examination; (ii) Translation dictionaries: with the Examiner's approval, candidates may, take an appropriate non-electronic translation dictionary into the examination. This will be subject to perusal and, if it is found to contain annotations or markings that could give the candidate an unfair advantage, it may be removed from the candidate's possession until the appropriate disciplinary action is completed.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at

<<http://www.usq.edu.au/corporateservices/calendar/part5.htm>>. Students should also read the Faculty of Business Policies and Procedures which can be found at <<http://www.usq.edu.au/business/aboutfob.htm>>.

## ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. Students must provide proof of postage on the due date with their assignment. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.
- 2 Text books: It is the responsibility of the student to acquire a copy of each prescribed text book as soon as their enrolment in the course has been confirmed. Extensions will not be

- granted on the basis of the student not having copies of the texts, if the texts are available from the USQ Bookshop.
- 3 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
  - 4 Word count for assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
  - 5 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The USQ library provides advice on how to format information sources using this system. Details can be found at [http://www.usq.edu.au/library/help/ehelp/ref\\_guides/harvard.htm](http://www.usq.edu.au/library/help/ehelp/ref_guides/harvard.htm) and [http://www.usq.edu.au/library/help/ehelp/ref\\_guides/harvardonline.htm](http://www.usq.edu.au/library/help/ehelp/ref_guides/harvardonline.htm).
  - 6 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
  - 7 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study.

## **OTHER REQUIREMENTS**

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
-