Description: Consumer Behaviour

<table>
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<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<td>ONC</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Jane Summers
Moderator: Raechel Hughes

PRE-REQUISITES
Co-requisite: MKT 1001

RATIONALE
The study of consumer behaviour is seen as one of the most important areas in the marketing major. 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, marketing research, strategic marketing and others.

SYNOPSIS
This course develops in depth the basics of consumer behaviour introduced in MKT1001 Introductory Marketing. It is based upon the premise that the ultimate consumer is the key to success of any marketing effort and hence marketers need to know how and why consumers behave the way they do towards marketing-related stimuli. The course examines in detail the environmental influences, individual differences and psychological processes which influence the consumer decision processes and behaviour of consumers. Such influences as reference groups, attitudes, information processing, learning, personality, lifestyle, family, social class, culture are addressed. Consumer trends are examined and marketing strategy implications are considered.

OBJECTIVES
Students successfully completing this course will be able to:

- describe the nature and scope of consumer behaviour in marketing in terms of its historical development and current status;
• explain the psychological, social and cultural bases of consumer behaviour and understand their relationship;
• describe the decision making processes of consumers in the marketing context;
• apply concepts from consumer behaviour to the development and management of an effective marketing programme.

TOPICS

Description Weighting (%)

1. INTRODUCTION AND OVERVIEW 10.00

1.1. Consumer Behaviour and Marketing Strategy

1.2. Situational Influences

2. CONSUMER DECISION PROCESSES 20.00

2.1. Problem Recognition

2.2. Information Search, Alternative Evaluation & Selection

2.3. Outlet Selection and Purchase, Post Purchase

3. INDIVIDUAL DIFFERENCES 20.00

3.1. Perception

3.2. Learning, Memory and Product Positioning

3.3. Motivation, Personality and Emotion

3.4. Attitudes and Influencing Attitudes
4. ENVIRONMENTAL INFLUENCES 20.00

4.1. The Changing Australasian Society

4.2. Lifestyle

4.3. Household Structure and Consumption

4.4. Group Influences and Communication

4.5. Social Stratification, Cross Cultural Variations in Consumer Behaviour

5. ORGANISATIONAL BUYING BEHAVIOUR 15.00

5.1. Influencing Organisational Decision Processes

5.2. Building Relationships with Organisational Buyers

6. SPECIAL TOPICS 15.00

6.1. Consumerism and Ethical Responsibility

6.2. The Regulatory Environment

6.3. Trade Practices Act

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


(Consumer Behaviour Simulations CDROM shrink wrapped with text.)

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.

Plus texts Listed in Introductory Book


STUDENT WORKLOAD REQUIREMENTS

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<th>ACTIVITY</th>
<th>HOURS</th>
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<tr>
<td>Directed Study</td>
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<td>Private Study</td>
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ASSESSMENT DETAILS

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<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
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<tr>
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<td>30.00</td>
<td>30.00</td>
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<tr>
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NOTES:

3. You will be notified of the official examination date when the scheduling is finalised.

OTHER REQUIREMENTS

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader 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 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. 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 Course Leader 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 Course Leader 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 Course Leader 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 Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the unit has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

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.

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.