Description: Consumer Behaviour

Subject | Cat-Nbr | Class | Term | Mode | Units | Campus
---|---|---|---|---|---|---
MKT | 1002 | 24202 | 2, 2003 | EXT | 1.00 | TW MBA

Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Jane Summers
Moderator: Melissa Johnson Morgan

PRE-REQUISITES
Co-requisite: MKT1001

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
On completion of this course students 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**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. INTRODUCTION AND OVERVIEW</td>
<td>10.00</td>
</tr>
<tr>
<td>1.1. Consumer Behaviour and Marketing Strategy</td>
<td></td>
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<td>1.2. Situational Influences</td>
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<tr>
<td>2. CONSUMER DECISION PROCESSES</td>
<td>20.00</td>
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<tr>
<td>2.1. Problem Recognition</td>
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<td>2.2. Information Search, Alternative Evaluation &amp; Selection</td>
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<td>2.3. Outlet Selection and Purchase, Post Purchase Processes</td>
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<tr>
<td>3. INDIVIDUAL DIFFERENCES</td>
<td>20.00</td>
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<tr>
<td>3.1. Perception</td>
<td></td>
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<tr>
<td>3.2. Learning, Memory and Product Positioning</td>
<td></td>
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<tr>
<td>3.3. Motivation, Personality and Emotion</td>
<td></td>
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<td>3.4. Attitudes and Influencing Attitudes</td>
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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)


(revised edition)
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.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Directed Study</td>
<td>70</td>
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<tr>
<td>Private Study</td>
<td>50</td>
</tr>
<tr>
<td>Report Writing</td>
<td>40</td>
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</table>

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASE STUDY</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>18 Aug 2003</td>
</tr>
<tr>
<td>ESSAY</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
<td>17 Sep 2003</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>END S2</td>
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NOTES:

. 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 it is a requirement of your student visa that you 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 complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for the examination and at least 45% for each assignment.

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.
4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the
   summative assessment items, achieve at least 50% in the examination, achieve an
   aggregated mark of at least 50% in the total marks allocated for the assignments,
   and at least 50% of the available weighted marks for the summative assessment
   items. Students who do not qualify for a Passing grade may, at the discretion of
   the Examiner, be awarded a Supplementary Examination and/or assigned additional
   work to demonstrate to the Examiner that they have achieved the required standard.
   It is expected that such students will have gained at least 45% of the total marks
   available for all summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate
   of the marks (or grades) obtained for each of the summative assessment items in
   the course.

6 Examination information:
   This is a closed examination. Candidates are allowed to bring only writing and
   drawing instruments into the examination.

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
   Academic Misconduct for further information and to avoid actions which might
   contravene University Regulations. These regulations can be found at the URL:
   http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the
   current USQ Handbook. Students should also read The Guide to Policies and
   Procedures of the Faculty which can be found at the URL:
   http://www.usq.edu.au/handbook/2003/title663.html or in the printed version of
   the current USQ Handbook.

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. The onus is on the student to provide
   proof of the despatch date, if requested by the Examiner. (ii) Students must retain
   a copy of each item submitted for assessment. This must be produced within five
   days if required by the Examiner. (iii) The Examiner may grant an extension of
   the due date of an assignment in extenuating circumstances. Extensions:
   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 20% per working day will apply. 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. (iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the Examiner to negotiate such special arrangements.

2 Text Books: It is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course 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.

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 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.

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).