MRKT20055 *Science of Consumer Behaviour*
Term 1 - 2023

Profile information current as at 12/10/2024 05:51 pm

All details in this unit profile for MRKT20055 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student).The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview
Consumption is a universal phenomenon of human society, and understanding consumer behaviour is fundamentally critical to marketers and policymakers. This unit explores the science of consumer behaviour, an interdisciplinary field that integrates knowledge and discovery from marketing, psychology, anthropology, sociology, demography, and economics. In this unit you will examine models and frameworks of consumer decision making, as well as the impacts of internal and external factors on thoughts, feelings, and actions of consumers. Furthermore, you will learn to implement consumer behaviour principles to facilitate the development of successful marketing campaigns.

Details
Career Level: *Postgraduate*
Unit Level: *Level 9*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites
Prerequisite: MRKT20052.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 1 - 2023

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements
All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website
This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

Regional Campuses
Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

Metropolitan Campuses
Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**
Weighting: 20%
2. **Presentation**
Weighting: 30%
3. **Written Assessment**
Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the CQUniversity Policy site.
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback.

Feedback

The weekly email communication from the unit coordinator and the learning resources prepared for the unit were appreciated.

Recommendation

The teaching staff in the future offerings of this unit will continue to provide students with interesting and practical learning resources, and continue to engage students through relevant and helpful weekly email communication.

Feedback from Staff self-reflection.

Feedback

Consumer behaviour in the digital contexts has emerged as a valuable area that would benefit students' growth and development, and enhance their future employability.

Recommendation

The teaching staff in the future offerings of this unit will embed to the learning and teaching materials for this unit useful examples, cases, or other resources related to consumer behaviour in the digital contexts.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Assess critical situational influences that shape consumer behaviour
2. Examine decision-process influences associated with consumer behaviour
3. Analyse the influences of internal and external factors on consumer behaviour
4. Use consumer behaviour principles to solve marketing problems
5. Identify new trends in consumer behaviour theories and applications.

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level | • Introductory Level | • Intermediate Level | • Graduate Level | ◦ Professional Level | ◦ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 20%	•				
2 - Presentation - 30%		•		•	
3 - Written Assessment - 50%		•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Knowledge	○	○	○	○	○
2 - Communication		○	○	○	○
3 - Cognitive, technical and creative skills	○	○	○	○	○
4 - Research	○	○	○	○	○
5 - Self-management					
6 - Ethical and Professional Responsibility					
7 - Leadership					
8 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes							
	1	2	3	4	5	6	7	8
1 - Written Assessment - 20%	○		○	○				
2 - Presentation - 30%	○	○	○	○				
3 - Written Assessment - 50%	○	○	○	○				

Textbooks and Resources

Textbooks

MRKT20055

Prescribed

Consumer Behaviour: Buying, Having, Being
Edition: 4th edn (2019)
Authors: Solomon, M, Russell-Bennett, R & Previte, J
Pearson Australia
Melbourne , VIC , Australia
ISBN: 9781488616952
Binding: Paperback

View textbooks at the CQUniversity Bookshop

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office

Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

En Li Unit Coordinator
e.li@cqu.edu.au

Schedule

Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Buying, having and being; Consumer and social well-being	1; 2	

Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Perception	3	

Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Learning and memory	4	

Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Personality	5	**Individual Written Assessment 1** Due: Week 4 Friday (31 Mar 2023) 5:00 pm AEST

Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Motivation and values	6	

Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 17 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
The self: mind, gender and body	7	

Week 7 - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Attitudes and attitude change	8	**Individual Presentation** Due: Week 7 Friday (28 Apr 2023) 5:00 pm AEST

Week 8 - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Individual decision making	9	

Week 9 - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Buying, using and disposing	10	

Week 10 - 15 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Groups and social influence	11	

Week 11 - 22 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Ethnicity, religion and age	12	

Week 12 - 29 May 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**
Lifestyle, income and social class	13	**Individual Written Assessment 2** Due: Week 12 Friday (2 June 2023) 5:00 pm AEST

Review/Exam Week - 05 Jun 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

Exam Week - 12 Jun 2023		
Module/Topic	**Chapter**	**Events and Submissions/Topic**

Assessment Tasks

1 Individual Written Assessment 1

Assessment Type
Written Assessment

Task Description
Please answer the following question:

- Question: Please identify one organisation whose website does not utilise suitable colours in its design. Please discuss why the currently utilised colours are not suitable.

Important advice:

- This is an individual written assessment. Please ensure that this assignment is your own work and the answer is based on your own words.
- This assessment has a word limit of 200-400.
- Your argument and analysis in this assessment requires theoretical support from a minimum of 2 journal article references.

Assessment Due Date
Week 4 Friday (31 Mar 2023) 5:00 pm AEST

Return Date to Students
Week 6 Friday (21 Apr 2023)

Weighting
20%

Assessment Criteria

- Writing style and referencing - 5 marks
- Argument and analysis in answering the question - 15 marks
- Total - 20 marks

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

assessmentOutcome

- Assess critical situational influences that shape consumer behaviour

assessmentGradAttribute

- Knowledge
- Cognitive, technical and creative skills
- Research

2 Individual Presentation

Assessment Type
Presentation

Task Description
In this individual assessment, you will demonstrate your ability to bring the insights of high quality consumer behaviour research into practice.
First, please browse the following two research articles recently published in “Journal of Consumer Research”, the best consumer behaviour journal in the world.

- Biliciler, G., Raghunathan, R., & Ward, A. F. (2022). Consumers as naive physicists: How visual entropy cues shift temporal focus and influence product evaluations. *Journal of Consumer Research*, *48*(6), 1010-1031.
- Ostinelli, M., & Luna, D. (2022). Syntax and the illusion of fit: How grammatical subject influences persuasion. *Journal of Consumer Research*, *48*(5), 885-903.

Your task is to choose one article from these two articles, present the empirical studies and findings of your chosen article, and apply these findings to an organisation of your choice. That is, you will find a real-world organisation, introduce the marketing or consumer behaviour issues this organisation is facing in 2023, and design corresponding recommendations to address the issues, based on the findings of your chosen article.
This presentation should be made between 3-6 minutes and through 6 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- The research article: empirical studies;
- The research article: findings;
- The organisation: issues;
- The organisation: recommendations;
- Reference list.

In the "Tap to add notes" section of each slide, please provide the corresponding script for that slide. Hence, in that section, you will need to write out or at least outline what you intend to say in your presentation for that slide.
Please pay attention to the following details on the presentation and submission method:

- Each student will record her/his presentation through PowerPoint's “Record Slide Show” function, and submit her/his PowerPoint file (with recording) on Moodle by the due time of 5pm AEST Friday Week 7.

Assessment Due Date
Week 7 Friday (28 Apr 2023) 5:00 pm AEST

Return Date to Students
Week 9 Friday (12 May 2023)

Weighting
30%

Assessment Criteria

- PowerPoint design, referencing, and presentation clarity - 10 marks
- The research article: empirical studies and findings - 10 marks
- The organisation: issues and recommendations - 10 marks
- Total - 30 marks

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

assessmentOutcome

- Examine decision-process influences associated with consumer behaviour
- Use consumer behaviour principles to solve marketing problems

assessmentGradAttribute

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

3 Individual Written Assessment 2

Assessment Type
Written Assessment

Task Description
Choosing a meal can be a consumption decision subject to many competing influences. This assessment requires you to look at the meal choices of 2 people, and provide your analysis on those factors leading to their decisions.

Firstly, please download the 3 survey questionnaires completed by 3 different respondents (these questionnaires will be posted on Moodle from Week 7). After reading through these questionnaires, please pick 2 questionnaires/respondents (you can pick any 2 you like) as the target for your analysis. You will notice that these questionnaires are mainly about making decisions among 4 different meal options.

Secondly, please use the theoretical areas below to analyse the behaviour of your chosen respondents. Please explain the differences between their rankings of evaluative criteria and their choices of meals, using theories from:

- Personality
- Demographics (age, gender, family situation, income, ethnicity etc)

Lastly, please provide recommendations to the marketer of ONE of the meal options featured in the survey questionnaires – what are the characteristics of her/his likeliest customers and how might she/he best attract them by applying the theories of learning and memory?

This assessment has a word limit between 800-1600 and should be written as a formal business report. Your argument and analysis in this assessment requires theoretical support from a minimum of 10 journal article references.

Assessment Due Date
Week 12 Friday (2 June 2023) 5:00 pm AEST

Return Date to Students

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (7 Jul 2023).

Weighting
50%

Assessment Criteria

- Writing style and referencing - 10 marks
- Analyse the behaviour of chosen respondents using the theories of personality - 15 marks
- Analyse the behaviour of chosen respondents using the theories of demographics - 15 marks
- Recommendations - 10 marks
- Total - 50 marks

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

assessmentOutcome

- Examine decision-process influences associated with consumer behaviour
- Analyse the influences of internal and external factors on consumer behaviour

- Use consumer behaviour principles to solve marketing problems
- Identify new trends in consumer behaviour theories and applications.

assessmentGradAttribute

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?

Be Honest
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

Seek Help
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

Produce Original Work
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem