



COURSE INFORMATION			
<b>Course Title:</b> MKT208 Consumer Behaviour		<b>Semester:</b> July Session, 2020	
OVERVIEW			
<p>This course introduces the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioral sciences within the framework of the consumer decision process and its main influencing factors. The course examines the rationality of consumer decision making process in view of the growing complexities and interactions of various factors, such as attitudes, perceptions, behaviour, culture ... etc. Upon successful completion of the course, students should be able to understand the sophistication of consumer buying behavior in various contexts. This knowledge is considered necessary in developing effective marketing strategies.</p>			
LEARNING OUTCOME			
<p>On successful completion of this course, you will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify and explain factors which influence consumer behavior;</li> <li>2. Demonstrate how knowledge of consumer behavior can be applied to marketing;</li> <li>3. Display critical thinking and problem-solving skills;</li> <li>4. Gain, evaluate and synthesize information and existing knowledge from a number of sources and experiences;</li> <li>5. In a team, work effectively to prepare a professional, logical and coherent report on consumer behavior issues within a specific context;</li> <li>6. Deliver an oral presentation in a professional and engaging manner.</li> </ol>			
CLASS HOURS			
<p>Class Times and Locations: Monday to Friday, 180 minutes each day, each week there will be a one-hour discussion session.</p>			
LEARNING RESOURCES			
<p><b>Suggested textbook:</b></p> <p>Mothersbaugh, D. L., Hawkins, D. I., &amp; Kleiser, S. B. (2020). <i>Consumer Behavior: Building marketing strategy</i>, 14th Ed., New York, NY: McGraw Hill</p> <p>Supplementary materials may be utilized during the class.</p>			
WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	Introduction: Consumer behaviour and marketing strategy	Chapter 1

**Disclaimer:** Course schedule is subject to change and you will be responsible for abiding by any such changes.



	2	Situation influences	Chapter 2
	3	Problem recognition, information search	Chapter 3 &4
	4	Evaluation and selecting alternatives	Chapter 5
	5	Outlet selection and product purchase	Chapter 6
2	1	Postpurchase processes, customer satisfaction and consumer loyalty	Chapter 7
	2	Perception	Chapter 8
	3	Learning and memory	Chapter 9
	4	Motivation, emotion, and attitude	Chapter 10 & 11
	5	<b>Mid-Term Exam</b>	
3	1	Australasian Society	Chapter 12
	2	Household structure and consumer behaviour	Chapter 13
	3	Group influence, social stratification	Chapter 14 & 15
	4	Cross-cultural variations in consumer behaviour	Chapter 16
	5	<b>Final Exam</b>	

**ASSESSMENT**

Assessment Task	Weighting
Class participation	10%
Pop-up Quizzes	15%
Essay (Individual)	25%
Mid-term exam	20%
Final Exam	30%
<b>Total</b>	<b>100%</b>

**DETAILS ON GRADE COMPONENTS**

Class Participation

You are expected to attend all the classes. Absence will lead to point deduction unless the instructor is notified with legitimate reasons. Being absent for more than five classes will lead to fail automatically. By showing up to the class does not mean you'll receive the full grade; your grade is also depended on the quality of your in-class discussion and contribution to the whole class.

Pop-up Quizzes

Pop-up quizzes will happen every week to review and reinforce what has been learned in the previous classes.

Essay (Individual)

A research topic will be assigned to the students during the first week of the program. The format of the essay should follow APA style.

Midterm and final exam: If an emergency arises, a notification must be given to the instructor in advance for an alternative time; otherwise a grade of zero will be given.

**COURSE GRADING**

Upon completion of this course, you receive a final grade. A final grade is a letter grade

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that carries with it a numerical value, as outlined below.

Grade	Percentage
A	80-100
B	70-79
C	60-69
D	50-59
E	0-49

To pass this subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.

### ACADEMIC ETHICS AND BEHAVIOR

#### 1. Honesty / Plagiarism:

Honesty and integrity are underlying foundations in the academic community. Plagiarism, cheating, or other forms of academic violations are not acceptable under all circumstances.

- **Plagiarism** is taking someone else's intellectual work and presenting it as one's own. All work that you present should be your own. Quoting, reviewing or citing ideas in other's works, whether hard or electronic publications, should be referenced properly.
- **Cheating** is consulting any materials during a test without the instructor's permission

#### 2. Penalties:

Tough disciplinary actions are taken toward students who violate academic integrity, depending on the severity of the case. Students may be punished by:

- Warning (verbally or in writing)
- 'F' grade for an assignment
- 'F' grade for an exam
- Or dismissal from the university

#### 3. General conduct

- The use of cell phones or other electronic messaging devices during classes is not permitted.
- As a precautionary measure, students should not leave their cell phones in front of them.