

MKG210

Consumer Behaviour

School: School of Business and Creative Industries

2026 | Trimester 1

UniSC Sunshine Coast
UniSC Moreton Bay

BLENDED
LEARNING

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Consumer behavior is a captivating field that delves into the study of individuals, groups, and organizations, and the processes they use to select, acquire, and dispose of products, services, experiences, or ideas. It combines various disciplines such as psychology, sociology, social anthropology, economics, and marketing to comprehend the decision-making processes of buyers. In this course, we will explore a wide range of consumer behavior concepts, models, and emerging trends that are crucial for the marketing success of commercial firms, non-profit organizations, and government institutions in today's world.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities. 1 hour of directed learning materials will be provided related to the associated consumer behaviour topic of that week.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled face to face workshops. The workshops will include interactive activities whereby students are able to explore and apply consumer behaviour concepts and theories to real world marketplace scenarios.			
ONLINE			
Learning materials – Interactive online learning activities. 1 hour of directed learning materials will be provided related to the associated consumer behaviour topic of that week.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded). The workshops will include interactive activities whereby students are able to explore and apply consumer behaviour concepts and theories to real world marketplace scenarios.	2hrs	Week 1	10 times

1.3. Course Topics

- Introduction to Consumer Behaviour
- Decision Making and Choice architecture
- Buying, Consumption, and Circularity
- Perception, Learning and Memory
- Consumer Motivation and Emotions
- Technology Adoption and Usage
- Consumer Research Methods
- Consumer Data Insights

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Recall and explain consumer behaviour theories.	Knowledgeable
2 Critique marketspace trends across various contexts using consumer behaviour theories and develop creative and sustainable remedies.	Creative and critical thinker Sustainability-focussed
3 Deconstruct, appraise and apply consumer behaviour theories.	Empowered

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

BUS105 Marketing Essentials

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Early feedback will be provided via workshop activities where students will practice and draft aspects required for assessment.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative, and Written Piece	Individual	20%	Students are required to submit a visual report (up to five slide pages) accompanied by a written reflection and analysis (up to 750 words).	Week 5	Online Submission
All	2	Report	Individual	40%	2,000 words	Week 10	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative, and Oral	Individual	40%	10 minute presentation (recorded)	Week 13	Online Submission

All - Assessment Task 1: Customer Journey Mapping and Customer Experience Analysis

GOAL:	The aim of this task is to enable you to identify and apply consumer behaviour principles, concepts, and theories covered to date, demonstrating their relevance and connection to your own experiences as a consumer.		
PRODUCT:	Artefact - Creative, and Written Piece		
FORMAT:	This is an individual assessment task. You are required to create a recorded video presentation, supported by slides, that provides a personal reflection on your own purchase behaviour. The presentation should map your customer journey and decision-making process, while also highlighting key aspects and insights related to the overall customer experience.		
CRITERIA:	No.		Learning Outcome assessed
	1 Recall, explain and apply consumer behaviour theories and concepts.		1
GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy		

All - Assessment Task 2: Consumer behaviour theoretical report

GOAL:	You will evaluate a particular consumer behaviour issue using consumer behaviour theories, and reviewing relevant conducted research on the topic.	
PRODUCT:	Report	
FORMAT:	This is a 2,000 word, individual assessment task.	
CRITERIA:	No.	Learning Outcome assessed
	1 Accurate identification of topic and target market	2
	2 Literature review of topic	2
	3 Theoretical model and framework	3
	4 Marketing strategies	2
	5 Recommendation & conclusion	3
	6 Written Communication and Referencing	3
GENERIC SKILLS:	Communication, Problem solving	

All - Assessment Task 3: Consumer Data Report

GOAL:	You will demonstrate the breadth and depth of your understanding of consumer research methods and analytical approaches, as well as your ability to critically evaluate and apply these techniques to generate meaningful consumer insights.	
PRODUCT:	Artefact - Creative, and Oral	
FORMAT:	A video recording of your presentation.	
CRITERIA:	No.	Learning Outcome assessed
	1 Demonstrate an understanding of consumer research	3
	2 Critique and recommendation of consumer research strategies	3
	3 Demonstration of persuasive and effective digital communication	1
	4 Demonstration of effective use of referencing and data	1
GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site— Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Michael R. Solomon, Rebekah Russell-Bennett, Josephine Previte	0	Consumer Behaviour	4th ed	n/a

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- (a) The final mark is in the percentage range 47% to 49.4%; and
- (b) The course is graded using the Standard Grading scale

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The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:

- (a) One day: deduct 5%;
- (b) Two days: deduct 10%;
- (c) Three days: deduct 20%;
- (d) Four days: deduct 40%;
- (e) Five days: deduct 60%;
- (f) Six days: deduct 80%;
- (g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:

Less than 15 minutes: No penalty

From 15 minutes to 30 minutes: 20% penalty

More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](#) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](#) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](#) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10.General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au