

# MKG210 Consumer Behaviour

**School:** School of Business and Creative Industries

2023 | Semester 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.

Please go to [usc.edu.au](http://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 behaviour is a fascinating field that studies individuals, groups and organisations and the processes they use to select, secure and dispose of products, services, experiences or ideas. Consumer behaviour blends psychology, sociology, social anthropology, economics and marketing so as to understand the decision-making processes of buyers. This course examines a wide range of consumer behaviour concepts, models and emerging trends that are essential to the marketing success of today's commercial firms, non-profit organisations and government institutions alike.

### 1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – 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	13 times
<b>Tutorial/Workshop 1</b> – 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.	2hrs	Week 1	13 times
<b>ONLINE</b>			
<b>Learning materials</b> – 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	13 times
<b>Tutorial/Workshop 1</b> – 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	13 times

### 1.3. Course Topics

- Introduction to Consumer Behaviour
- Decision Making
- Buying and Disposing
- Motivations and Values
- Attitudes and Attitude Change
- Self and Personality
- Perception, Learning and Memory
- Groups and Social Connections
- Social Class and Culture

## 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 marketplace 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 in two ways. First, via a Concepts Test in the first half of semester. This assessment piece will provide students feedback regarding their ability to recall and explain knowledge relating to the foundational content of the course. Second, students will also be provided formative feedback during tutorial activities throughout the semester.

### 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	Examination - not Centrally Scheduled	Individual	20%	1 hour	Week 5	Online Test (Quiz)
All	2	Report	Individual	40%	1,750 words	Week 11	Online Assignment Submission with plagiarism check
All	3	Examination - Centrally Scheduled	Individual	40%	2 hours	Exam Period	Online Submission

#### All - Assessment Task 1: Concepts Test

GOAL:	A concepts test will be conducted online via Canvas under exam conditions in Week 5. The concepts test will examine your understanding of and capacity to apply consumer behaviour theory and concepts covered in the course to date.		
PRODUCT:	Examination - not Centrally Scheduled		
FORMAT:	This is an individual assessment task. You will have 1 hour to complete the test which will be undertaken online via Canvas.		
CRITERIA:	No.		Learning Outcome assessed
	1	Recall, explain and apply consumer behaviour theories and concepts.	1
GENERIC SKILLS:	Problem solving, Information literacy		

#### All - Assessment Task 2: Consumer insight report

GOAL:	You will evaluate a particular consumer behaviour issue using consumer behaviour theories and research to provide an innovative sustainable marketing solution, which will benefit both consumer and provider. More detail will be provided on the course Canvas site.		
PRODUCT:	Report		
FORMAT:	This is a 1,750 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: Final examination

<b>GOAL:</b>	You will demonstrate the breadth and depth of your understanding of consumer behaviour theory and your capacity to critically apply these across various contexts. The final examination will consist of multiple-choice and short-answer questions. Examination preparation and practice questions will be discussed in week 12.	
<b>PRODUCT:</b>	Examination - Centrally Scheduled	
<b>FORMAT:</b>	This is an individual assessment task. You will have 2 hours to complete the exam.	
<b>CRITERIA:</b>	<b>No.</b>	<b>Learning Outcome assessed</b>
	1	Ability to recall, deconstruct and apply consumer behaviour theories to marketplace scenarios. <b>3</b>
	2	identify connections between consumer behaviour theories and contexts using well-explained, relevant examples. <b>2</b>
<b>GENERIC SKILLS:</b>		

## 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:

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 submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

## 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](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto: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](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto: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](mailto: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](mailto: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](mailto: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](mailto:studentcentral@usc.edu.au)