




*MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.*

## OVERVIEW

<b>Course Description</b>	Customers employ strategies of choice. Understanding these consumer decision-making processes, behaviours and contributing influences is the essential challenge of this course. It also investigates how consumer behaviour plays a vital role in developing appropriate marketing mix strategies to sell goods, ideas and services. Therefore in bringing these aspects together the student examines how individuals may be influenced and how they may respond to a wide range of marketing strategies. Consumer behaviour is contrasted to organisational buyer behaviour, but the primary focus is on the ultimate consumers of goods and services. That is, individuals who purchase for the purpose of personal or household consumption or use. Both theoretical and applied understandings of the major consumer behaviour theories and concepts are developed. Students are engaged with the application of current consumer behaviour theory, research findings and methodologies in order to understand, explain, and predict customer behaviour.
<b>Sustainable Development Goals</b>	
<b>Contact Hours</b>	<b>Lecture</b> Face to Face On Campus 2 hour(s) per week(s) for 12 week(s) starting in week 1 <b>Online Activity</b> Self-Directed 6 hour(s) per term
<b>Unit Weighting</b>	10 units
<b>Assumed Knowledge</b>	GSBS6005 Marketing Management and Planning
<b>Workload</b>	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.
<b>Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.</b>	
<b>Student Consultation</b>	A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Interpret customer behaviour (consumer and buyer) in a variety of consumption contexts;</li><li>2. Recognise the influence of cultural, social and psychological factors that shape the consumer decision making process;</li><li>3. Identify various mechanisms for segmenting consumer and business markets;</li><li>4. Employ consumer behaviour theory in strategic and tactical marketing management decision-making;</li><li>5. Demonstrate skills in written communication as well as critical and analytical thinking; and</li></ol>

# COURSE OUTLINE

6. Comprehend and interrelate the social, psychological and cultural factors that impact groups and experience working in a team environment.

## ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	In-Term Quizzes	Weeks 6 and 12	Individual	20%	1, 2, 3, 4, 5, 6
2	Consumer Behaviour Analysis (Team Report)	<b>Report:</b> Sunday Week 10 by 11:59 pm	Group	40%	1, 2, 3, 4, 5, 6
3	Final Exam	Formal Examination Period	Individual	40%	1, 2, 3, 4, 5, 6

**Please note:** students are advised that ALL assessments must be submitted in English. Assessments not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

### Time referenced is time in Newcastle NSW

<b>Late Submissions</b>	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. <b>Note:</b> this applies equally to week and weekend days.
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### Assessment 1 – In-Term Quizzes

<b>Assessment Type</b>	Quiz
<b>Purpose</b>	The purpose of this assignment is to assess your knowledge of discipline theory, models and concepts. The assignment also aims to assess your proficiency in the application of the knowledge and to develop skill specialisation within the discipline.
<b>Description</b>	You will apply your knowledge of discipline theory, models and concepts in assessing theory in the field of customer decision making.
<b>Weighting</b>	20% (10% each quiz)
<b>Length</b>	60 minutes
<b>Due Date</b>	Weeks 6 and 12
<b>Submission Method</b>	Further details made available via the course CANVAS site
<b>Assessment Criteria</b>	The following four (4) criteria will be used to assess this item: <ol style="list-style-type: none"> <li>1. Interpret customer behaviour (consumer and buyer) in a variety of consumption contexts;</li> <li>2. Recognise the influence of cultural, social and psychological factors that shape the consumer decision making process;</li> <li>3. Employ consumer behaviour theory in strategic and tactical marketing management decision-making; and</li> <li>4. Demonstrate skills in written communication as well as critical and analytical thinking.</li> </ol>
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Overall feedback will be provided via the course CANVAS site within two (2) weeks. Feedback can also be provided to individuals by email.

### Assessment 2 - Consumer Behaviour Analysis (Team Report)

<b>Assessment Type</b>	Report
<b>Purpose</b>	The purpose of this assignment is to assess your proficiency in applying consumer behaviour knowledge to a known brand of your choice.
<b>Description</b>	You need to work as a team and bring your own business related global and cultural perspectives to the assessment. The assignment offers you the opportunity to tap into different concepts and theories to develop a deeper understanding of the key areas of

<p><b>Weighting</b></p> <p><b>Length</b></p> <p><b>Due Date</b></p> <p><b>Submission Method</b></p> <p><b>Assessment Criteria</b></p>	<p>consumer behaviour. You need to demonstrate critical thinking and problem solving and the ability to communicate effectively. Details of the required assignment will be provided on the course CANVAS site.</p> <p>40%</p> <p><b>Report:</b> 4000 words (maximum)</p> <p><b>Report:</b> Sunday, Week 10 by 11:59 pm</p> <p>Online – via Turnitin</p> <p>Three (3) criteria will be used (please refer to the assignment rubric for more detail):</p> <ol style="list-style-type: none"> <li>1. Analysis of relevant consumer behaviour theory</li> <li>2. Demonstrated ability to link relevant consumer behaviour theory to the chosen brand</li> <li>3. Logic and argument</li> </ol> <p><b>Please note:</b> Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: <b>NO SPARK NO MARK.</b></p>
<p><b>Return Method</b></p> <p><b>Feedback Provided</b></p>	<p>Online</p> <p>Online - Feedback will be provided to each team via course CANVAS site.</p>

### Assessment 3 - Final Examination

<p><b>Assessment Type</b></p> <p><b>Purpose</b></p>	<p>Formal Examination</p> <p>The purpose of this assessment is to evaluate your overall knowledge of a broad range of discipline theory, models and concepts, and your proficiency in their application. You will need to demonstrate critical and analytical thinking and effective written communication</p>
<p><b>Description</b></p>	<p>You will apply your full understanding from the field of customer decision making in completing the final exam.</p> <p>This course has a <b>RESTRICTED OPEN BOOK</b> examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.</p>
<p><b>Weighting</b></p> <p><b>Length</b></p> <p><b>Due Date</b></p> <p><b>Submission Method</b></p> <p><b>Assessment Criteria</b></p>	<p>40%</p> <p>120 minutes</p> <p>Formal Exam Period</p> <p>Formal Exam</p> <p>Three (3) criteria will be used to assess this item:</p> <ol style="list-style-type: none"> <li>1. Relevance to the question</li> <li>2. Accuracy of information/argument</li> <li>3. Clarity of expression</li> </ol>
<p><b>Return Method</b></p> <p><b>Feedback Provided</b></p>	<p>Not Returned</p> <p>No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period <b>cannot</b> be considered</p>

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# SYLLABUS

## Course Content

### Topics in the course include but are not limited to the following:

1. Introduction to the relationship between consumer behaviour and marketing strategy
2. Consumers and their characteristics
3. Consumers and decision making
4. A framework for consumer analysis
5. Affect and cognition
6. Consumer behaviour and environmental influences
7. Consumers and their actual behaviour
8. Social and ethical considerations
9. Consumer decision making and marketing strategy

## Course Materials

### Required Text:

Schiffman, L. and Wisenblit, J. (2019). *Consumer Behaviour*, Global Edition (12th ed.). Pearson

**ISBN:** 9781292269245

<https://www.pearson.com.au/9781292269269> - ebook

Please refer to the course CANVAS site for details of additional recommended texts.

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Market Segmentation, Technology and Customer Decision Making (Chapter 1 & 2)	Chapter 1 and 2	Refer 'course materials' tab on CANVAS site for this course
2	Motivation and Personality (Chapter 3)	Chapter 3	Refer 'course materials' tab on CANVAS site for this course
3	Consumer Perception and Positioning (Chapter 4)	Chapter 4	Refer 'course materials' tab on CANVAS site for this course
4	Consumer Learning (Chapter 5)	Chapter 5	Refer 'course materials' tab on CANVAS site for this course
5	Consumer Attitude Formation and Change & Persuading Consumers (Chapter 6 & 7)	Chapter 6 and 7	Refer 'course materials' tab on CANVAS site for this course
6	In Term Quiz 1		Refer 'course materials' tab on CANVAS site for this course  <b>Assessment 1 due:</b> In-Term Test 1
7	Reference group, opinion leaders, Word of Mouth on social media and mobile advertising (Chapter 8 & 9)	Chapter 8 and 9	Refer 'course materials' tab on CANVAS site for this course
8	Family and its Social Standing (Chapters 10)	Chapter 10	Refer 'course materials' tab on CANVAS site for this course
9	Culture, Sub-Culture and Cross culture influences on Consumer Behaviour (Chapters 11,12, and 13)	Chapter 11, 12, and 13	Refer 'course materials' tab on CANVAS site for this course
10	Customer Decision Making and Diffusion of Innovation and Consumer Influences (Chapters 14 and 15)	Chapter 14 and 15	Refer 'course materials' tab on CANVAS site for this course  <b>Assessment 2 due: Report</b> – Sunday, Week 10 by 11:59 pm
11	Market Ethics and Consumer Research (Chapter 15 & 16)	Chapter 16 and 17	Refer 'course materials' tab on CANVAS site for this course
12	In Term Quiz 2		Refer 'course materials' tab on CANVAS site for this course  <b>Assessment 1 due:</b> In-Term Test 2

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

# CONTACTS

## School Office

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## **PSB Academy Enquiries**

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/eng>  
+65 6390 9000

## **Newcastle Australia Institute of Higher Education Pte Ltd**

100 Victoria Street #13-01/02  
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# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

<b>Communication Methods</b>	Communication methods used in this course include: <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
<b>Oral Interviews (Vivas)</b>	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the <a href="#">Oral Examination (viva) Procedure</a> . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where: <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol> Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a>
<b>Important Policy Information</b>	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> that support a safe and respectful environment at the University.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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