




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

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| Course Description | Understanding how and why consumers behave in a given way enables marketers to design and implement better marketing strategies. Consumer Behaviour focuses upon understanding consumer decision-making processes and the various factors that influence these processes. Collaborative work processes, inquiry and communication skills within marketing contexts are focused upon for student attribute development. |
| Sustainable Development Goals |  |
| Contact Hours | Integrated Learning Session Face to Face On Campus Two (2) hour(s) per Week for Full Term |
| Unit Weighting | 10 |
| Assumed Knowledge | MKTG2100 Principles of Marketing or MKTG1001 Foundations of Marketing |
| Workload | Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course. |
| 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. | |
| Student Consultation | A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location. |
| Course Learning Outcomes | On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Discuss the rationale for studying consumer behaviour;2. Identify and explain factors which influence consumer behaviour inclusive of society and culture;3. Demonstrate how knowledge of consumer behaviour can be applied to marketing;4. Develop communication skills both orally and in writing within marketing contexts; and5. Demonstrate the capability to work both independently and in a team environment employing inquiry processes to complete marketing projects. |

COURSE OUTLINE

ASSESSMENT DETAILS

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 Tests | See course schedule. Students are given 1 week to complete each quiz. | Individual | 15% | 1, 2, 3, 4, 5 |
| 2 | Group Brand Segmentation Analysis Report | Friday – Week 11 by 5:00 pm | Group | 35% | 1, 2, 3, 4, 5 |
| 3 | Final Examination | Formal Exam Period | Individual | 50% | 1, 2, 3 |

Please note: students are advised that all assessments must be submitted in English. Assessment items 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

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| Late Submissions | 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. Note: this applies equally to week and weekend days. |
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Assessment 1 – In Term Tests

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| Assessment Type | In Term Test |
| Purpose | The purpose of this assessment is to assess students' knowledge of consumer behaviour theory and concepts covered in the course. |
| Description | Students apply critical thinking and problem solving in assessing theory in the field of consumer behaviour. Three (3) multiple choice tests are to be completed periodically over the duration of the course. More information will be provided in lecture closer to the date of the mid-term test. |
| Weighting | 15% |
| Length | 60 minutes |
| Due Date | See course schedule. Students are given 1 week to complete each quiz. |
| Submission Method | Online - Completed online in course CANVAS site. |
| Assessment Criteria | Each test will be a multiple-choice exam of 50 questions. Each test is worth 5 marks. |
| Return Method | Not Returned |
| Feedback Provided | Online - Feedback provided online within Grade Centre. |

Assessment 2 - Group Brand Segmentation Analysis Report

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| Assessment Type | Written Assignment |
| Purpose | The purpose of this assignment is to assess through research, students' capacity to provide an informed segmentation and positioning analysis of a contemporary consumer brand (e.g. Go Pro, Qantas, Jetstar, LUSH, Ripcurl, Billabong, Chanel, Armani, Mazda, Nikon, Tesla). |
| Description | Students apply critical thinking and problem solving in relating consumer behaviour theory to the actions of a consumer brand. The 'Brand Segmentation and Positioning Analysis' offers the opportunity for students to tap into different aspects of the concepts and theories covered on an applied basis, so as to develop a deeper understanding of key areas of consumer behaviour. Students effectively communicate in writing the relevance of applied consumer behaviour theory relating to segmentation, targeting and positioning to a consumer brand's marketing communication. See CANVAS for Assessment requirements, Report development and Structure of report. |
| Weighting | 35% |
| Length | 4000 words - maximum |
| Due Date | Friday of Week 11 by 5:00 pm |
| Submission Method | Online – via Turnitin |

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| Assessment Criteria | Five (5) criteria will be applied: <ol style="list-style-type: none"> 1. Overview of the consumer brand 2. Identify and describe appropriate segmentation bases for each segment (max. 3 segments) that the brand is targeting, and logical development of a positioning strategy 3. Demonstrate ability to link relevant consumer behaviour theory to the chosen consumer brand 4. Logic and argument 5. Format and referencing More details shown in the Brand Segmentation and Positioning Analysis Report Rubric on CANVAS. |
| Return Method | Online |
| Feedback Provided | Online - Provided online within the submitted report. |

Assessment 3 - Final Examination

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| Assessment Type | Formal Examination |
| Purpose | The purpose of this assessment is to assess students' knowledge of the internal and external influences of consumer behaviour. |
| Description | Students apply critical thinking and problem solving in assessing theory and its application in the field of consumer behaviour. This course has a RESTRICTED OPEN BOOK 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. |
| Weighting | 50% |
| Length | 120 minutes |
| Due Date | Formal Exam Period |
| Submission Method | Formal Examination |
| Assessment Criteria | The exam will contain three (3) parts. Part 1 will contain multiple choice questions Part 2 will contain short answer questions. Part 3 will contain long answer questions More information will be provided in Lecture 13. |
| Return Method | Not Returned |
| Feedback Provided | 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 cannot be considered. |

SYLLABUS

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| Course Content | Topics in the course include but are not limited to the following: <ol style="list-style-type: none"> 1. Consumers in the marketplace. 2. Consumers as individuals - perception, learning and memory, motivation and values, the self, personality and lifestyles, attitudes, attitude change. 3. Consumers as decision makers - individual decision making, buying and disposing, group influence and opinion leadership, household decision making. 4. Consumers and subcultures - social class, ethnic racial and religious subcultures, age subcultures. 5. Consumers and culture - cultural influences, diffusion of global consumer culture. |
| Course Materials | Required Text: Solomon, R. M., Russell-Bennett, R. and Previte, J. <i>Consumer Behaviour: Buying, Having and Being</i> 5 th ed. (2023) – Pearson Education ISBN: 9780655703396 Please refer to the course CANVAS site for details of additional recommended texts. |

SCHEDULE

| Week | Topic | Class Preparation | Workshop Activities |
|------|---|---------------------------------|--|
| 1 | Introduction to Consumer Behaviour– Chapter 1 | See Class Preparation on CANVAS | See workshop Activities on CANVAS |
| 2 | Social Well-Being and Motivation – Chapter 2 & 5 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Major assignment group formation |
| 3 | Consumer Perception – Chapter 3 | See Class Preparation on CANVAS | See workshop Activities on CANVAS |
| 4 | Consumer Learning and Memory – Chapter 4 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Assessment 1 due: Quiz 1 - complete by Sunday – Week of 4 by 11:59 pm |
| 5 | Personality and Self-Concept – Chapter 6 & 7 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Major assignment Q & A |
| 6 | The Nature of Consumer Attitudes – Chapter 8 | See Class Preparation on CANVAS | See workshop Activities on CANVAS |
| 7 | Customer Decision Making – Chapter 9 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Assessment 1 due: Quiz 2 – complete by Sunday of Week 7 by 11:59 pm |
| 8 | Situation Effects on Consumer Behaviour & Diffusion of Innovation – Chapter 10 & 14 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Major assignment Q & A |
| 9 | Influence of Group and Social Media on Consumer Behaviour – Chapter 11 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Major assignment Q & A |
| 10 | Influence of Income and Social Class on Consumer Behaviour – Chapter 12 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Assessment 1 due: Quiz 3 – complete by Sunday of Week 10 by 11:59 pm |
| 11 | Influence of Sub-culture on Consumer Behaviour – Chapter 13 | See Class Preparation on CANVAS | See workshop Activities on CANVAS Assessment 2 due: Friday of Week 11 by 5:00 pm |
| 12 | Influence of Culture on Consumer Behaviour – Chapter 14 | See Class Preparation on CANVAS | See workshop Activities on CANVAS |
| 13 | Course review, Reflections and Exam Preparation. | See Class Preparation on CANVAS | See workshop Activities on CANVAS |

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

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Log your question or request to the PSB Program Executives at the following website:
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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).

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| Communication Methods | Communication methods used in this course include: <ul style="list-style-type: none"> - CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site. - Email: Students will receive communications via their student email account. - Face to Face: Communication will be provided via face to face meetings or supervision. |
| Course Evaluation | 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. |
| Oral Interviews (Vivas) | 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 Oral Examination (viva) Procedure . 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 Student Conduct Rule . |
| Academic Misconduct | 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 https://policies.newcastle.edu.au/document/view-current.php?id=35 . |
| Adverse Circumstances | 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"> 1. the assessment item is a major assessment item; or 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; 3. you are requesting a change of placement; or 4. the course has a compulsory attendance requirement. Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236 |
| Important Policy Information | 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 https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures 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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