

Subject Description Form

Subject Code	MM3721
Subject Title	Consumer Behaviour
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2BN05) or Introduction to Marketing (MM2711) or equivalent
Objectives	Consumer Behaviour is designed for students who have some basic knowledge of marketing. This subject aims to develop students' conceptual, theoretical, and practical understanding of the behavioural aspects of consumers and their strategic implications to marketers.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. explain and analyze the major stages which consumers usually go through when making a consumption-related decision; b. understand the essence of how consumers make decisions and be able to assess the relevant implications for marketing practitioners; c. identify the major individual, social and cultural factors that affect consumers' decision making process, and gain a preliminary understanding of the impact of latest technological development on consumer behavior; (BBA Outcome 14) d. Studying this subject will also help develop students' critical and creative thinking, appreciation of cross-cultural differences and oral and written communication skills. e. Relate classroom learning to professional practice and learning in marketing, and explore how the theories and concepts taught in the subject can inspire how they can improve and develop as lifelong learners (BBA Outcome 13).
Subject Synopsis/ Indicative Syllabus	<p>Introduction to Consumer Behaviour</p> <p>Consumer Decision-Making Process (MAO, Problem Recognition; Judgmental and Decision Making; Post-Decision Processes)</p> <p>Consumer Information Processing Process (Exposure, Attention and Perception; Memory and Knowledge, Attitudes)</p> <p>Social and Cultural Influences on Consumer Choice (Personality, Reference groups, Social influences, and Culture)</p>

<p>Teaching/Learning Methodology</p>	<p>This subject is taught in a two-hour lecture and a one-hour tutorial combined together every week (i.e., meet once a week), for thirteen weeks. Each lecture begins with a brief review of the previous lecture. This is followed by the introduction of a new topic. The last ten minutes of the lecture are used to recap the learning for the week. The one-hour tutorials are used for in-depth discussion of various topics introduced in the lectures through the use of various student-oriented activities (e.g., case studies and group presentations). Students may also have the opportunity to familiarize themselves with marketing research procedures through in-class discussions and optional participation in research studies for extra marks.</p> <p>Students will be required to reflect on how learning takes place in professional marketing context and compare it with how they learn in different scenarios. This provides a basis for students to reflect on their readiness for learning as a professional in the marketing field and how they may need to adjust their mindset/approach. They will consolidate the insights that they have got through this exercise in a piece of reflective writing. The reflective writing will be considered in the context of the students' L2L development in their subsequent meeting with the academic advisors.</p>																																																																									
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="459 716 1437 1283"> <thead> <tr> <th rowspan="2"><i>Specific assessment methods/tasks</i></th> <th rowspan="2"><i>% weighting</i></th> <th colspan="5"><i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i></th> </tr> <tr> <th><i>a</i></th> <th><i>b</i></th> <th><i>c</i></th> <th><i>d</i></th> <th><i>e</i></th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Class attendance and participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Individual assignments</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td> a. Individual write-up (25%)</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> b. Reflective writing (500-1000 words) (5%)</td> <td>5%</td> <td></td> <td></td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>3. Group project & presentations</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>4. Class quizzes (two)</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various assessment methods are designed to help students to learn (formative) and measure how well they have learned it (summative) in an effective way.</p> <p>It will ensure all students taking this subject can –</p> <ul style="list-style-type: none"> ▪ Apply appropriate consumer behavior theories to analyze some real-life issues critically and creatively, while understanding that multiple theories may apply to a single consumer issue. ▪ Relate to a company's strategic moves, recently observed consumption patterns or problems it faces, and propose appropriate explanations and solutions while understanding that there may be multiple solutions to a single problem. 						<i>Specific assessment methods/tasks</i>	<i>% weighting</i>	<i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i>					<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	Continuous Assessment	100%						1. Class attendance and participation	10%	✓	✓	✓	✓		2. Individual assignments	25%	✓	✓	✓	✓		a. Individual write-up (25%)							b. Reflective writing (500-1000 words) (5%)	5%					✓	3. Group project & presentations	30%	✓	✓	✓	✓		4. Class quizzes (two)	30%	✓	✓	✓	✓		Total	100 %					
<i>Specific assessment methods/tasks</i>	<i>% weighting</i>	<i>Intended subject learning outcomes to be assessed (Please tick as appropriate)</i>																																																																								
		<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>																																																																				
Continuous Assessment	100%																																																																									
1. Class attendance and participation	10%	✓	✓	✓	✓																																																																					
2. Individual assignments	25%	✓	✓	✓	✓																																																																					
a. Individual write-up (25%)																																																																										
b. Reflective writing (500-1000 words) (5%)	5%					✓																																																																				
3. Group project & presentations	30%	✓	✓	✓	✓																																																																					
4. Class quizzes (two)	30%	✓	✓	✓	✓																																																																					
Total	100 %																																																																									

	<ul style="list-style-type: none"> ▪ Present their arguments and views logically and convincingly. 	
Student Study Effort Expected	Class contact:	
	<ul style="list-style-type: none"> ▪ Lectures 	26 Hrs.
	<ul style="list-style-type: none"> ▪ Tutorials 	13 Hrs.
	Other student study effort:	
	<ul style="list-style-type: none"> ▪ Working on individual assignment and group presentation 	35 Hrs.
	<ul style="list-style-type: none"> ▪ Preparing for quizzes 	35 Hrs.
	Total student study effort	109 Hrs.
Reading List and References	<p><i>Recommended Textbooks and References</i></p> <p><i>Recommended Textbook</i></p> <p>Soloman, Michael R. (2020), <i>Consumer Behavior: Buying, Having, and Being</i>, 13th Edition, Pearson.</p> <p>Hoyer, Wayne, Deborah MacInnis, and Rik Pieters (2018), <i>Consumer Behavior</i>, 7th Edition, CENGAGE Learning.</p> <p><i>References</i></p> <p>Journal of Consumer Research</p> <p>Journal of Consumer Psychology</p> <p>Journal of the Association for Consumer Research</p>	

July 2023