

<b>Subject Code</b>	MM6741																																																		
<b>Subject Title</b>	Advanced Topics in Consumer Behavior																																																		
<b>Credit Value</b>	3																																																		
<b>Level</b>	6																																																		
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	None																																																		
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. Introduce students to “cutting edge” topics and literature in the field of consumer behavior;</li> <li>2. Help students to gain depth in important areas of consumer behavior research</li> </ol>																																																		
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. understand the “cutting edge” topics and literature in the field of consumer behavior;</li> <li>b. demonstrate an ability to critique research methodologies and findings in the consumer behavior literature.</li> <li>c. develop and advance their own research interests in the consumer behavior area</li> </ol>																																																		
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>The focus will be on current research directions in some of the following areas:</p> <ul style="list-style-type: none"> <li>• Consumer information processing</li> <li>• Consumer memory and learning</li> <li>• Self and identity in consumption</li> <li>• Sensory marketing</li> <li>• Consumer aesthetics</li> <li>• Consumer motivation and goals</li> <li>• Emotions and affect</li> <li>• Attitudes and persuasion</li> <li>• Consumer-brand relationships</li> <li>• Consumer decision making</li> </ul>																																																		
<b>Teaching/Learning Methodology</b>	Student participation and discussion in class will be strongly encouraged. Based on their reading of the assigned materials, students also need to generate their own research ideas, present these ideas to the class and get feedbacks, and finally write a term paper based on one idea.																																																		
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th></th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment*</b></td> <td><b>100%</b></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. In-class discussion</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Take home assignments</td> <td>25%</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>3. Idea presentations</td> <td>25%</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>4. Term paper/presentation</td> <td>25%</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>100 %</b></td> <td colspan="4"></td> </tr> </tbody> </table>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a.	b.	c.		<b>Continuous Assessment*</b>	<b>100%</b>					1. In-class discussion	25%	✓	✓	✓		2. Take home assignments	25%	✓	✓			3. Idea presentations	25%	✓		✓		4. Term paper/presentation	25%	✓		✓		<b>Total</b>	<b>100 %</b>				
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	<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <p>Students are assigned journal articles to read at home. They are then required to prepare written reviews on these articles. They also need to share and discuss these reviews in the class. This approach enables students to appreciate the latest marketing theories and concepts and their relevant managerial implications. It also gives students an opportunity to appreciate the strengths and weaknesses of various marketing investigations. Students are also expected to generate at least one research idea based on each session’s research topic. These research ideas will be assessed and discussed in class and each student need to elaborate on their best research idea to draft a term paper and/or present this idea formally at the end of this course. This format of teaching enables students to appreciate the latest research theories and concepts in marketing and gives students an opportunity to generate their own unique research ideas, which could potentially lead to research publications in the future.</p>	
<p><b>Student Study Effort Expected</b></p>	<p>Class contact:</p>	
	<ul style="list-style-type: none"> <li>▪ Lectures and seminars</li> </ul>	<p>39 Hrs.</p>
	<p>Other student study effort:</p>	
	<ul style="list-style-type: none"> <li>▪ Preparation for lectures and seminars</li> </ul>	<p>39 Hrs.</p>
	<ul style="list-style-type: none"> <li>▪ Preparation for assignment / project and presentation</li> </ul>	<p>39 Hrs.</p>
	<p>Total student study effort</p>	<p>117 Hrs.</p>
<p><b>Reading List and References</b></p>	<p>The focus will be on reviewing and discussing journal articles dealing with relevant issues in the topic areas. Since the focus is on recent articles, the required readings will be updated frequently.</p>	