

325-666 Customer Behaviour

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week (Semester 1). Total Time Commitment: Not available
Prerequisites:	325-640 Marketing Management.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Subject Overview:	This subject examines the factors affecting the purchase, usage and disposal of products and services. Topics include the introduction and application of customer behaviour concepts to marketing decision making; consumer behaviour models of information processing; the identification of psychological variables which influence customer decision making; external factors affecting consumer behaviour; and an introduction to a variety of consumer-related market research techniques.
Assessment:	A 2-hour end-of-semester examination (50%), assignment(s) not exceeding 4000 words (40%) and class participation (10%).
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Explain the concepts and models applied in consumer behaviour; # Describe and apply buyer behaviour concepts to marketing decision-making; # Evaluate the importance of understanding consumer behaviour; # Identify and apply the psychological and external variables that influence customer decisions; # Explain and analyse various consumer-related market research techniques; # Synthesise various theories and models of consumer behaviour and apply these notions to case studies; # Critically evaluate the use of consumer behaviour techniques. <p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Collaborative learning and teamwork, which should be developed through group work during tutorials and completing a collaborative, semester long assignment;

	<ul style="list-style-type: none"># Problem solving and critical thinking, which should be fostered through the tutorial program that requires students to critically evaluate and apply theoretical material to real world case studies;# Oral and written communication, which should be developed through participation in the interactive tutorial program and completion of the assessment requirements;# Critical and strategic thinking;# Explanation of an argument or analysis logically;# Synthesis of different theories;# Application of management theories to real world scenarios.
Related Course(s):	Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing)