

325-202 Consumer Behaviour

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Summer Term, - Taught on campus. Semester 1, - Taught on campus.
Time Commitment:	Contact Hours: Two 2-hour lectures and a 2-hour tutorial per week (Summer Semester). Two 1-hour lectures and a 1-hour tutorial per week (S1). Total Time Commitment: Not available
Prerequisites:	325-211 Principles of Marketing (/view/2008/325-211)
Corequisites:	325-211 Principles of Marketing (/view/2008/325-211)
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<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>
Coordinator:	Dr A Paladino (S), Dr E Lim (S1)
Subject Overview:	Topics include the introduction and application of buyer behaviour concepts to marketing decision making; consumer behaviour models; 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 examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008. This subject or an equivalent will be available as breadth in the future. Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available. 2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # High level of development: written communication; collaborative learning; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information. # Moderate level of development: oral communication; receptiveness to alternative ideas; accessing data and other information from a range of sources.

	# Some level of development: use of computer software; statistical reasoning.
Related Course(s):	Graduate Diploma in Management Studies