

# MKTG20001 Consumer Behaviour

<b>Credit Points:</b>	12.50
<b>Level:</b>	2 (Undergraduate)
<b>Dates &amp; Locations:</b>	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: 3 hours per week plus a minimum of 6 hours per week in self directed study
<b>Prerequisites:</b>	<b>MKTG10001 Principles of Marketing</b> ( <a href="http://handbook.unimelb.edu.au/view/current/mktg10001">../view/current/mktg10001</a> )
<b>Corequisites:</b>	<b>MKTG10001 Principles of Marketing</b> ( <a href="http://handbook.unimelb.edu.au/view/current/mktg10001">../view/current/mktg10001</a> )
<b>Recommended Background Knowledge:</b>	Please refer to Prerequisites and Corequisites.
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Dr Angela Paladino
<b>Contact:</b>	<a href="mailto:a.paladino@unimelb.edu.au">a.paladino@unimelb.edu.au</a> ( <a href="mailto:a.paladino@unimelb.edu.au">mailto:a.paladino@unimelb.edu.au</a> )
<b>Subject Overview:</b>	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.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li># Through interesting case studies spanning diverse product categories, as well as a real-life Marketing project involving a blue-chip FMCG firm (Proctor and Gamble), you will have many opportunities to learn and apply Consumer Behaviour theories and concepts.</li> <li># Learn theories/concepts derived from other disciplines such as psychology and sociology, and will be guided into thinking like a Marketing Manager when applying this knowledge to solve Marketing problems.</li> <li># At the most basic level, you will begin to better understand yourself as a consumer (e.g., what makes you tick?).</li> <li># This subject will introduce you to key consumer behaviour concepts, thus equipping you as current or future managers with the knowledge to make effective marketing decisions</li> <li># More broadly, you will learn to appreciate the relevance of consumer behaviour for marketers and policymakers, and organisations more generally.</li> </ul>
<b>Assessment:</b>	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> <li># <b>Bachelor of Arts</b> (<a href="https://handbook.unimelb.edu.au/view/2011/B-ARTS">https://handbook.unimelb.edu.au/view/2011/B-ARTS</a>)</li> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2011/B-BMED">https://handbook.unimelb.edu.au/view/2011/B-BMED</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2011/B-ENVS">https://handbook.unimelb.edu.au/view/2011/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2011/B-MUS">https://handbook.unimelb.edu.au/view/2011/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2011/B-SCI">https://handbook.unimelb.edu.au/view/2011/B-SCI</a>)</li> </ul>



	<p># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2011/B-ENG">https://handbook.unimelb.edu.au/view/2011/B-ENG</a>)</p> <p>You should visit <b>learn more about breadth subjects</b> (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<p># 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.</p> <p># Moderate level of development: oral communication; receptiveness to alternative ideas; accessing data and other information from a range of sources.</p> <p># Some level of development: use of computer software; statistical reasoning.</p>
<b>Related Course(s):</b>	Graduate Diploma in Management Studies
<b>Related Breadth Track(s):</b>	The Mind of the Consumer