

MKTG40002 Advanced Consumer Behaviour

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Three hours per week Total Time Commitment: 144 hours per semester, including self directed study/research.
Prerequisites:	Entry into Master of Commerce (Management)/Master of Commerce (Marketing), or BCom (Hons)
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	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: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Richard Gruner
Contact:	Email: rlgruner@unimelb.edu.au (mailto:rlgruner@unimelb.edu.au)
Subject Overview:	This subject is designed to provide a strong foundation in theories and research in the area of consumer behaviour. This will involve an examination and understanding of various topics in social sciences such as cognitive psychology, social psychology, etc. and apply these to understand consumer behaviours. We will cover various topics such as consumer processing of market information, how information is incorporated into decision-making, factors influencing decision-making, and major methodologies available for investigating consumer behaviours.
Objectives:	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> # Examine the theoretical domains in consumer behaviour and related disciplines of psychology for use in studying consumer behaviour topics # Critically evaluate key issues in consumer behaviour # Describe past research which has led to the advancement of our understanding of consumer behaviours # Conceptualise, formulate, and develop new research ideas to further our understanding of consumer behaviour # Analyse the various methodologies used to understand consumer behaviour
Assessment:	A 3-hour end-of-semester examination (50%), assignment(s) [2] totalling not more than 4000 words (40%) [one due in the middle of semester, and one due at the end of semester], and class participation (10%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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:	On successful completion of this subject, students should have improved the following generic skills:

	<ul style="list-style-type: none"># Reading, comprehending and critical evaluation of research articles published in various academic journals# Integration, evaluation and synthesis of knowledge from various areas of consumer research and related disciplines# Application of existing research methods in order to test hypotheses# Oral and communication skills, through seminar discussions and presentations# Written skills, developed through the assignments.
Related Course(s):	Master of Commerce (Management) Master of Commerce (Marketing)