

MKTG90008 Consumer Behaviour

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2013, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
Prerequisites:	None
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 Robin Canniford
Contact:	Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au)
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; social factors affecting consumer behaviour; and an introduction to a variety of consumer-related market research techniques.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> # Explain the concepts and models applied in consumer behaviour; # Describe and apply consumer 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.

Assessment:	2-hour end-of-semester examination (50%) Assignment(s) not exceeding 4000 words (40%) 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:	<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; # 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):	Graduate Certificate in Communication and Customer Strategy Master of Management (Marketing) Master of Management (Marketing)