

MKTG20001 Consumer Behaviour

Credit Points:	12.5
Level:	2 (Undergraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	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
Prerequisites:	<u>MKTG10001 Principles of Marketing (../view/current/mktg10001)</u>
Corequisites:	<u>MKTG10001 Principles of Marketing (../view/current/mktg10001)</u>
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
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>
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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.
Learning Outcomes:	<ul style="list-style-type: none"> # Through case studies spanning diverse product categories, you will have many opportunities to learn and apply Consumer Behaviour theories and concepts. # 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. # At the most basic level, you will begin to better understand yourself as a consumer # 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 # More broadly, you will learn to appreciate the relevance of consumer behaviour for marketers and policymakers, and organisations more generally.
Assessment:	A 2-hour end-of-semester examination (60%) A group assignment totalling no more than 3000 words per student due between week 10 and 12 (30%) Tutorial participation throughout semester (10%)
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> # <u>Bachelor of Arts (https://handbook.unimelb.edu.au/view/2015/B-ARTS)</u>

	<p># Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2015/B-BMED)</p> <p># Bachelor of Environments (https://handbook.unimelb.edu.au/view/2015/B-ENVS)</p> <p># Bachelor of Music (https://handbook.unimelb.edu.au/view/2015/B-MUS)</p> <p># Bachelor of Science (https://handbook.unimelb.edu.au/view/2015/B-SCI)</p> <p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2015/B-ENG)</p> <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<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>
Related Course(s):	Graduate Diploma in Management Studies
Related Breadth Track(s):	The Mind of the Consumer