

MKTG90023 Advanced Consumer Behaviour

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 36 hours (three hours per week) Total Time Commitment: 144 hours per semester, including self-directed study/research
Prerequisites:	Admission into MC-COMMGT Master of Commerce (Management), or MC-COMMKT Master of Commerce (Marketing), or PhD with coursework (Management and Marketing)
Corequisites:	None
Recommended Background Knowledge:	None
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:	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.
Learning Outcomes:	<p>On successful completion of this subject a student should be able to:</p> <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; and # Analyse the various methodologies used to understand consumer behaviour.
Assessment:	Individual research paper of 4,500 words, due at the end of semester (50%) Paper critique 1 of 750 words, due in week 4 (10%) Paper critique 2 of 750 words, due in week 8 (10%) Discussion leader (each seminar one student will be appointed as the discussion leader. S/he will present

	a critical evaluation of the assigned articles and also lead the discussion on the assigned topic of the seminar), at a designated week throughout the semester (20%) Class participation (attendance and active participation in class discussions), throughout the semester (10%)
Prescribed Texts:	None
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"> # 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; and # Written skills, developed through the assignments.
Related Course(s):	Doctor of Philosophy - Business and Economics Master of Commerce (Management) Master of Commerce (Marketing)