

## MKTG90008 Consumer Behaviour

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2016, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.
<b>Time Commitment:</b>	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
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<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 Marcus Phipps, Dr Robin Canniford
<b>Contact:</b>	Semester 1: <a href="mailto:mphipps@unimelb.edu.au">mphipps@unimelb.edu.au</a> ( <a href="mailto:mphipps@unimelb.edu.au">mailto:mphipps@unimelb.edu.au</a> ) Semester 2: <a href="mailto:rcan@unimelb.edu.au">rcan@unimelb.edu.au</a> ( <a href="mailto:rcan@unimelb.edu.au">mailto:rcan@unimelb.edu.au</a> )
<b>Subject Overview:</b>	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.
<b>Learning Outcomes:</b>	<b>On successful completion of this subject, students should be able to:</b> <ul style="list-style-type: none"> <li># Explain the concepts and models applied in consumer behaviour;</li> <li># Describe and apply consumer behaviour concepts to marketing decision-making;</li> <li># Evaluate the importance of understanding consumer behaviour;</li> <li># Identify and apply the psychological and external variables that influence customer decisions;</li> <li># Explain and analyse various consumer-related market research techniques;</li> <li># Synthesise various theories and models of consumer behaviour and apply these notions to case studies; and</li> <li># Critically evaluate the use of consumer behaviour techniques.</li> </ul>
<b>Assessment:</b>	A 2-hour examination. End-of-semester (50%); 4000 word group assignment. Due between week 10 and 12 (30%); Class participation. Throughout the semester (10%); and Case participation. Throughout the semester (10%).

<b>Prescribed Texts:</b>	You will be advised of prescribed texts by your lecturer.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<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><b>On successful completion of this subject, students should have improved the following generic skills:</b></p> <ul style="list-style-type: none"> <li># Collaborative learning and teamwork, which should be developed through group work during tutorials and completing a collaborative, semester long assignment;</li> <li># 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;</li> <li># Oral and written communication, which should be developed through participation in the interactive tutorial program and completion of the assessment requirements;</li> <li># Critical and strategic thinking;</li> <li># Explanation of an argument or analysis logically;</li> <li># Synthesis of different theories; and</li> <li># Application of management theories to real world scenarios.</li> </ul>
<b>Related Course(s):</b>	Graduate Certificate in Communication and Customer Strategy Master of Food and Packaging Innovation Master of Management (Marketing) Master of Management (Marketing)
<b>Related Majors/Minors/ Specialisations:</b>	150 Point Master of Management (Marketing) 150 point Master of Marketing Communications 200 point Master of Marketing Communications Master of International Business electives