

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2024/25**

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**Part I Course Overview**

**Course Title:** Consumer Behavior Insight

**Course Code:** COM5405

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**

*(Course Code and Title)* Nil

**Precursors:**

*(Course Code and Title)* Nil

**Equivalent Courses:**

*(Course Code and Title)* Nil

**Exclusive Courses:**

*(Course Code and Title)* Nil

## Part II Course Details

### 1. Abstract

This course aims to

- examine the knowledge and understanding of the theories in psychology, sociology and anthropology, which are essential to the study of consumer behaviour.
- discover and analyse consumer behaviour and psychology in different social and cultural contexts.
- apply theoretical knowledge to understanding consumers' buying behaviours and business applications of consumer behaviour principles.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Detect the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choices.	20%	✓	✓	✓
2.	Analyze the causes giving rise to consumer behaviour with the theories rooted in psychology, sociology and anthropology.	20%	✓	✓	✓
3.	Discover the knowledge of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.	20%	✓	✓	✓
4.	Apply the concepts and theories covered in the course to develop their own theories of consumer behaviour and devise effective solutions.	20%	✓	✓	✓
5.	Collaborate with other classmates productively on the group work, communicate and present information effectively.	20%	✓	✓	✓
		100%			

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Readings	Students have to read one journal article or book chapter preferably before each lecture.	✓	✓	✓	✓	✓	
Lectures	Students will: <ul style="list-style-type: none"> <li>acquire knowledge of the concepts, values, and development of consumer behaviour.</li> <li>develop their analytical and critical capabilities to discuss consumer behaviour in different business contexts.</li> <li>apply the theoretical knowledge to analyse consumer behaviour.</li> </ul>	✓	✓	✓	✓	✓	
On-line assignment	On-line availability of lecture materials, questions, response, debate, and discussion on readings, lectures materials, and contemporary consumer issues	✓	✓	✓	✓	✓	
In-class discussion	Students will: <ul style="list-style-type: none"> <li>analyse and debate on key issues and concerns in the field of consumer behavior</li> <li>generate new ideas on selected topics in which they will conduct research and analysis.</li> </ul>	✓	✓	✓	✓	✓	
Case studies	<ul style="list-style-type: none"> <li>Each student has to detect, analyse and give a short presentation of consumer behaviour in Hong Kong.</li> <li>Discussion questions related to the lecture topics will be issued for sharing ideas and exchanging opinions.</li> </ul>	✓	✓	✓	✓	✓	
Knowledge discover	Students have to design one study to discover their own knowledge of consumer behaviour.	✓	✓	✓	✓	✓	

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 100%							
Students' competence level will be assessed based on their performance in the in-class activities including games, quizzes, case studies, exercises and group discussions. These activities are designed to gauge students' mastery of major concepts and theories as well as their ability to apply principles of consumer behaviour in different business situations.	✓	✓	✓	✓	✓	40%	
In the final project, students are required to select a product business or consumer behavioural phenomenon for analysis. The project consists of a written research report and an oral presentation. Performance will be evaluated in light of their capability to integrate relevant concepts into marketing situations and develop appropriate and innovative solutions.	✓	✓	✓	✓	✓	60%	
Examination: NA							
						100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-class activities	Mastery of major concepts and theories as well as their ability to apply principles of consumer behaviour in different business situations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Final project	Capability to integrate relevant concepts into marketing situations and develop appropriate and innovative solutions	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. In-class activities	Mastery of major concepts and theories as well as their ability to apply principles of consumer behaviour in different business situations.	Strong evidence of understanding key concepts, theories, core issues, principles and dynamic process in consumer behaviour.	Fairly good understanding of knowledge of key concepts, theories, core issues, principles and dynamic process in consumer behaviour.	Rudimentary understanding of knowledge of key concepts, theories, core issues, principles and dynamic process in consumer behaviour.	Almost no knowledge of key concepts, theories, core issues, principles and dynamic process in consumer behaviour.
2. Final project	Capability to integrate relevant concepts into marketing situations and develop appropriate and innovative solutions	Highly innovative ideas and critical attitude in analyzing consumer behaviour in marketing situations. Strong abilities to apply the concepts and theories to analyze consumer behaviour. Excellent research and	Fairly innovative ideas and critical attitude in analyzing consumer behaviour in marketing situations. Ability to apply the concepts and theories to analyse consumer behaviour. Good research and	Little innovative ideas and critical attitude in analysing consumer behaviour in marketing situations. Weak ability to apply the concepts and theories to analyse consumer behaviour. Basic research and	No innovative ideas and critical attitude in analyzing consumer behaviour in marketing situations. Almost no ability to apply the concepts and theories to analyze consumer behaviour.

		communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking	communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking.	communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking.	Very inadequate research and communication skills to design a consumer behaviour research project and to write a report with clarity and critical thinking.
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**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Introduction to consumer behaviour. Routinized response behaviour. Decision making processes. Individual differences. Cultural influences. Ethics in consumer marketing.

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

1.	Assael, Henry, "Consumer Behaviour: A Strategic Approach", Boston, Houghton Mifflin.
2.	Jasson-Boyd, Catherine V. "Consumer Psychology" Berkshire, McGraw Hill,
3.	Arjun Chaudhuri, "Emotion and Reason in Consumer Behavior", Butterworth-Heinemann
4.	Michaela Wanke, "Social Psychology of Consumer Behavior", Psychology Press.
5.	Richard Bagozzi, Zynep Gurhan-Canli, Joseph Priester, "The Social Psychology of Consumer Behaviour" Open University Press
6.	Martin Lindstrom, "Buyology: Truth and Lies About Why We Buy" Broadway Business.

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

Nil