

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Semester A 2024/25**

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**Part I Course Overview**

<b>Course Title:</b>	<b>Consumer/Buyer Behaviour</b>
<b>Course Code:</b>	<b>MKT5611</b>
<b>Course Duration:</b>	<b>Intensive Teaching Mode / One Semester</b>
<b>Credit Units:</b>	<b>3</b>
<b>Level:</b>	<b>P5</b>
<b>Medium of Instruction:</b>	<b>English</b>
<b>Medium of Assessment:</b>	<b>English</b>
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	<b>Nil</b>
<b>Precursors:</b> <i>(Course Code and Title)</i>	<b>Nil</b>
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	<b>Nil</b>
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	<b>FB6603 Consumer Behaviour MKT6603 Consumer Behaviour</b>

## Part II Course Details

### 1. Abstract

This course aims to provide students with the knowledge and understanding of the theories in Psychology, Sociology and Anthropology, which are essential to the study of consumer behaviour. Prevailing techniques of understanding consumers' buying behaviours and business applications of consumer behaviour principles will be included. Business cases are analyzed to apply consumer behaviour theories in real world settings. Marketing Ethics and social responsibility of firms and consumers will be discussed.

### 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.	Describe the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choice.		✓		
2.	Analyze the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology.			✓	
3.	Explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.			✓	
4.	Apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour.				✓
5.	Collaborate with other classmates productively on the group work, communicate and present information effectively.		✓		
6.	Apply marketing ethics and social conscience to consumer behaviour			✓	
		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	6	
Lectures	Students will explore various concepts and examples of consumer behavior, gaining insights into their practical applications through in-class explanations and demonstrations	✓	✓	✓	✓		✓	
In-class Activities/Case Studies	Students will participate in activities designed to reinforce their understanding of class concepts, engage with case studies, and share their ideas during discussions on lecture topics.	✓	✓	✓	✓	✓	✓	
Presentations	Students are required to report their project findings in the form of oral presentations in the class. Audience can respond to the presenter's ideas by posting comments or raising issues for further discussions.	✓	✓	✓	✓	✓	✓	

### 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	6		
Continuous Assessment: 100%								
In-class Participation and Case Study	✓	✓	✓	✓	✓	✓	30%	
Group Project	✓	✓	✓	✓	✓	✓	50%	
Individual Project	✓	✓	✓	✓		✓	20%	
Examination: 0%								
Final Examination								
							100%	

Regulation of the course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

## 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 participation and case study	1.1 Ability to show excellent command of the concepts and theories covered in the lectures.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.2 Ability to Exhibit superior capacity for applying the consumer behaviour principles in real-life situations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	1.3 Capacity to be particularly enthusiastic at voicing out ideas and giving insightful comments.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project	2.1 Ability to have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2 Ability to exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3 Capacity to devise effective business solutions which are highly coherent with the entire marketing process.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.4 Ability to demonstrate excellent language skills in compiling the written report and presenting the project findings professionally	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.5 Capacity to collaborate with other classmates productively and have significant contributions to the group.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Final Examination	3.1 Ability to Describe the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choice.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.2 Ability to analyze the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.3 Ability to explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.	High	Significant	Moderate	Basic	Not even reaching marginal levels

	3.4 Ability to apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	3.5 Capacity to collaborate with other classmates productively and have significant contributions to the group.	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 participation and case study	1.1 Ability to show excellent command of the concepts and theories covered in the lectures.	High	Medium	Basic	Not even reaching marginal levels
	1.2 Ability to Exhibit superior capacity for applying the consumer behaviour principles in real-life situations.	High	Medium	Basic	Not even reaching marginal levels
	1.3 Capacity to be particularly enthusiastic at voicing out ideas and giving insightful comments.	High	Medium	Basic	Not even reaching marginal levels
2. Group Project	2.1 Ability to have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic.	High	Medium	Basic	Not even reaching marginal levels
	2.2 Ability to exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings.	High	Medium	Basic	Not even reaching marginal levels
	2.3 Capacity to devise effective business solutions which are highly coherent with the entire marketing process.	High	Medium	Basic	Not even reaching marginal levels
	2.4 Ability to demonstrate excellent language skills in compiling the written report and presenting the project findings professionally	High	Medium	Basic	Not even reaching marginal levels
	2.5 Capacity to collaborate with other classmates productively and have significant contributions to the group.	High	Medium	Basic	Not even reaching marginal levels
3. Final Examination	3.1 Ability to Describe the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choice.	High	Medium	Basic	Not even reaching marginal levels
	3.2 Ability to analyze the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology.	High	Medium	Basic	Not even reaching marginal levels

	3.3 Ability to explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.	High	Medium	Basic	Not even reaching marginal levels
	3.4 Ability to apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour.	High	Medium	Basic	Not even reaching marginal levels
	3.5 Capacity to collaborate with other classmates productively and have significant contributions to the group.	High	Medium	Basic	Not even reaching marginal levels

**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.	Solomon, M.R., “ <i>Consumer Behaviour</i> ”, Prentice-Hall.
2.	Peter, J.P. and J. Olson, “ <i>Consumer Behavior and Marketing Strategy</i> ,” McGraw-Hill.

**2.2 Additional Readings**

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

1.	<i>Journal of Consumer Research</i>
2.	<i>Journal of Consumer Psychology</i>
3.	<i>Journal of Marketing Research</i>
4.	<i>Journal of Marketing</i>
5.	<i>Journal of Personality and Social Psychology</i>
6.	<i>Psychological Science</i>
7.	Association for Consumer Research (ACR): <a href="http://www.acrwebsite.org/">http://www.acrwebsite.org/</a>