

City University of Hong Kong

**Information on a Course
offered by Department of Marketing
with effect from Semester A in 2010 / 2011**

Part I

Course Title: _____ Consumer Behaviour _____

Course Code: _____ MKT6603 _____

Course Duration: _____ 1 Semester _____

Credit Units: _____ 3 _____

Level: _____ P6 _____

Medium of Instruction: _____ English _____

Prerequisites: _____ Nil _____

Precursors: _____ FB5601 Principles of Marketing OR _____

_____ MKT5601 Principles of Marketing _____

Equivalent Courses: _____ NIL _____

Exclusive Courses: _____ FB6603 Consumer Behaviour _____

_____ MKT5611 Consumer/Buyer Behaviour _____

Part II

Course Aims

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.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
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.	1
2.	Analyze the causes giving rise to consumer behaviour with the theories rooted in Psychology, Sociology and Anthropology.	3
3.	Explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.	2
4.	Apply the concepts and theories covered in the course to devise effective solutions in enhancing business performance in the context of consumer behaviour.	3
5.	Collaborate with other classmates productively on the group work, communicate and present information effectively.	1

(1: Least important CILO; 2: More important CILO; 3: Most important CILO)

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

TLA1: Lectures

Various concepts and illustrations on consumer behaviour are to be explained during class. Videos will be shown to the students for further elaboration of their applications.

TLA2: In-class Activities

Activities are designed to facilitate students' learning and reinforce the concepts covered in class. Games, quizzes, case studies or exercises will be given to the students. Discussion questions related to the lecture topics will be issued for sharing ideas and exchanging opinions.

TLA3: 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.

CILO No	TLA1: Lecture	TLA2: In-class Activities	TLA3: Presentations	Hours/week (if applicable)
CILO 1	1	1	1	-
CILO 2	1	2	2	-
CILO 3	2	1	1	-
CILO 4	1	2	2	-
CILO 5	-	1	1	-

(1: Minor focus on the ILO; 2: Main focus on the ILO)

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

AT1: Participation in Classroom Activities (10%)

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.

AT2: Group Project (35%)

In the group project, students are required to select a product business or a service company for analysis. The project consists of a written report and an oral presentation. Performance will be evaluated in light of their capability to integrate relevant concepts into business situations and develop appropriate solutions for the selected company. Peer evaluation will be conducted.

AT3: Individual Assignment (25%)

The assignment is to assess students' competence level to apply the theories and concepts covered in the business context.

AT4: Final Test (30%)

The final examination is to measure student's understanding of the issues covered in the entire course. Their ability to analyze buying behaviours and identify business applications of consumer behaviour principles will be assessed.

CILO No	AT1: Participation in Classroom Activities (10%)	AT2: Group Project (35%)	AT3: Individual Assignment (25%)	AT3: Final Test (30%)
CILO 1	1	1	1	1
CILO 2	2	2	2	2
CILO 3	2	1	1	1
CILO 4	2	2	2	2
CILO 5	1	2	--	--

(1: Minor focus on the ILO. 2: Main focus on the ILO)

Grading of Student Achievement

Grading Criteria of Assessment Task 1: Participation in Classroom Activities

Excellent A+ A A-			Good B+ B B-			Adequate C+ C C-			Marginal D		
1.	Show excellent command of the concepts and theories covered in the lectures.		1.	Show good command of the concepts and theories covered in the lectures.		1.	Show acceptable command of the concepts and theories covered in the lectures.		1.	Show marginal command of concepts and theories covered in the lectures.	
2.	Exhibit superior capacity for applying the consumer behaviour principles in real-life situations.		2.	Exhibit strong ability to apply the consumer behaviour principles in real-life situations.		2.	Exhibit adequate capacity for applying the consumer behaviour principles in real-life situations.		2.	Exhibit marginal capacity for applying the consumer behaviour principles in real-life situations.	
3.	Particularly enthusiastic at voicing out ideas and giving insightful comments.		3.	Keen to answer questions and give constructive ideas.		3.	Answer questions when prompted.		3.	Passive in in-class discussions.	

Grading Criteria of Assessment Task 2: Group Project

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic.</p> <p>2. Exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings.</p> <p>3. Devise effective business solutions which are highly coherent with the entire marketing process.</p> <p>4. Demonstrate excellent language skills in compiling the written report and presenting the project findings professionally.</p> <p>5. Collaborate with other classmates productively and have significant contributions to the group.</p>	<p>1. Have a good grasp of the major aspects of consumer behaviour, with a sufficient understanding of each topic.</p> <p>2. Exhibit a strong ability to identify the current and potential applications of consumer behaviour principles in the business settings.</p> <p>3. Devise feasible business solutions which are coherent with the marketing process.</p> <p>4. Demonstrate good language skills in compiling the written report and presenting the project findings effectively.</p> <p>5. Collaborate with other classmates effectively and contribute to the group actively.</p>	<p>1. Have a good grasp of several consumer behaviour principles, with a fair understanding of each topic.</p> <p>2. Exhibit the ability to identify prominent applications of consumer behaviour principles in the business settings.</p> <p>3. Devise acceptable business solutions with reference to the marketing process.</p> <p>4. Demonstrate fair language skills in compiling the written report and presenting the project findings.</p> <p>5. Contribute to the group work reactively.</p>	<p>1. Have a good grasp of a few consumer behaviour principles with little understanding of each topic.</p> <p>2. Exhibit the ability to identify a few applications of consumer behaviour principles in the business settings.</p> <p>3. Devise partial business solutions with reference to the marketing process.</p> <p>4. Demonstrate a marginal level of language proficiency in compiling the written report and presenting the project findings.</p> <p>5. Passive in the group work.</p>

Grading Criteria of Assessment Task 3: Individual Assignment

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Show excellent command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour.</p> <p>2. Demonstrate excellent command of English with high accuracy in the use of tone, wording, grammar and structure.</p>	<p>1. Show good command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour. Able to recognize most of the PR concepts and their applications.</p> <p>2. Demonstrate good command of English with high accuracy in the use of tone, wording, grammar and structure.</p>	<p>1. Show acceptable command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour.</p> <p>2. Demonstrate acceptable command of English with high accuracy in the use of tone, wording, grammar and structure.</p>	<p>1. Show marginal command of analyzing the causes of consumer behaviour and the effects of marketing strategy on consumer behaviour.</p> <p>2. Demonstrate marginal command of English with high accuracy in the use of tone, wording, grammar and structure.</p>

Grading Criteria of Assessment Task 4: Final Test

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<p>1. Exhibit a substantial understanding of the issues covered in the entire course.</p> <p>2. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives.</p> <p>3. Show a strong capability to integrate relevant consumer behaviour principles into the marketing process.</p> <p>4. Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings.</p>	<p>1. Exhibit a good understanding of the issues covered in the entire course.</p> <p>2. Demonstrate a good capacity for analyzing the issues critically.</p> <p>3. Show a good capability to integrate relevant consumer behaviour principles into the marketing process.</p> <p>4. Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples.</p>	<p>1. Exhibit a fair understanding of the issues covered in the entire course.</p> <p>2. Demonstrate an adequate capacity for analyzing the issues.</p> <p>3. Show an acceptable capability to integrate relevant consumer behaviour principles into the marketing process.</p> <p>4. Elaborate their ideas reasonably and justify their opinions with some real-life examples.</p>	<p>1. Exhibit little understanding of the issues covered in the entire course.</p> <p>2. Demonstrate a limited capacity for analyzing the issues.</p> <p>3. Show a marginal capability to integrate relevant consumer behaviour principles into the marketing process.</p> <p>4. Provide little elaborations of their ideas and illustrate their thoughts with few examples.</p>

Part III

Keyword Syllabus

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

Recommended Reading

Text(s)

Assael, Henry (2004). *Consumer Behavior: A Strategic Approach*. Boston: Houghton Mifflin.

Supplementary Reading:

Blackwell, R.D., Miniard, P.W., & Engel, J.F. (2001), *Consumer Behavior*, Thomson Learning: South-Western.

Mowen, J.C., & Minor, M. (1998), *Consumer Behavior*, Upper Saddle River, NJ: Prentice Hall.

Handouts

To be downloaded from Blackboard

Online Resources

NIL.