

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2022/23**

Part I Course Overview

Course Title: Doctoral Studies: Consumer Behavioral Research

Course Code: MKT8632

Course Duration: One Semester

Credit Units: 3

Level: Postgraduate

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

1. Familiarize students with research in a variety of consumer research domains that will assist them in their efforts to understand and advance theories of consumer behavior.
2. Enable students to conceptualize, operationalize, and develop research ideas.
3. Expose students to the practical issues in conducting consumer behavioral research.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Develop interest and curiosity to analyse consumer behaviours, including the motives, the heuristics, the decision making process, etc.	30%	✓		
2.	Understand and critically review psychological theories that are utilized in consumer behaviour.	30%		✓	
3.	Demonstrate ability to design research by presenting well-thought ideas, along with a couple of studies for each idea.	40%			✓
		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 self-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. Teaching and Learning Activities (TLAs)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1. Seminars	Theories, concepts, and consumer behavioural research methods will be explained in class.	✓	✓	✓	2
2. Reading	Students should complete all suggested readings before coming to classes.	✓	✓	✓	8
3. Class Discussions	Class discussion will be arranged during and off classes to ensure understanding and collaboration among students.	✓	✓	✓	1

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: 100%					
1. Performances in Class Participation	✓	✓	✓	20%	
2. Oral Presentations	✓	✓	✓	60%	
3. Individual Assignment	✓	✓	✓	20%	
				100%	

5. Assessment Rubrics

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Class Discussion		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to understand thoroughly and critically evaluate the theories and research methods. Show excellent attitude of learning. Attend over 90% of the classes. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to understand and evaluate the theories and research methods. Show active attitude of learning. Attend 80%- 90% of the classes. 	<ol style="list-style-type: none"> Show marginal command of course materials, with the ability to partially understand and evaluate the theories and research methods. Show minimum attitude of learning. Attend less than 70% of the classes. 	<ol style="list-style-type: none"> Show little understanding of the course materials, with inadequate ability to evaluate the theories and research methods. Show no attitude of learning. Attend less than 50% of the classes.
2. Thought Paper		<ol style="list-style-type: none"> Show excellent ability to develop creative and managerially relevant research ideas, and conceptualize them. Demonstrate excellent ability to think critically and design rigorous studies to test the ideas. 	<ol style="list-style-type: none"> Show good ability to develop interesting and managerially relevant research ideas, and conceptualize them. Demonstrate good ability to think critically and design studies to test the ideas. 	<ol style="list-style-type: none"> Show marginal ability to develop managerially relevant research ideas, and conceptualize them. Demonstrate marginal ability to think critically and design studies to test the ideas. 	<ol style="list-style-type: none"> Show no ability to develop managerially relevant research ideas, and conceptualize them. Demonstrate no ability to think critically and design studies to test the ideas
3. Presentation		<ol style="list-style-type: none"> Demonstrate excellent ability to deliver a well-structured and engaging presentation. Show great level of enthusiasm and professionalism. 	<ol style="list-style-type: none"> Demonstrate good ability to deliver a well-structured and engaging presentation. Show good level of enthusiasm and professionalism. 	<ol style="list-style-type: none"> Demonstrate marginal ability to deliver a well-structured presentation. Show marginal level of interest and professionalism. 	<ol style="list-style-type: none"> Demonstrate no ability to deliver a well-structured presentation. Show low level of interest and professionalism.

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to understand thoroughly and critically evaluate the theories and research methods. Show excellent attitude of learning. Attend over 90% of the classes. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to understand and evaluate the theories and research methods. Show active attitude of learning. Attend 80%- 90% of the classes. 	<ol style="list-style-type: none"> Demonstrate acceptable command of a reasonable amount of materials covered, with adequate ability to understand and evaluate the theories and research methods. Show active attitude of learning. Attend 70%- 80% of the classes. 	<ol style="list-style-type: none"> Show marginal command of course materials, with the ability to partially understand and evaluate the theories and research methods. Show minimum attitude of learning. Attend less than 70% of the classes. 	<ol style="list-style-type: none"> Show little understanding of the course materials, with inadequate ability to evaluate the theories and research methods. Show no attitude of learning. Attend less than 50% of the classes.
2. Thought Paper		<ol style="list-style-type: none"> Show excellent ability to develop creative and managerially relevant research ideas, and conceptualize them. Demonstrate excellent ability to think critically and design rigorous studies to test the ideas. 	<ol style="list-style-type: none"> Show good ability to develop interesting and managerially relevant research ideas, and conceptualize them. Demonstrate good ability to think critically and design studies to test the ideas. 	<ol style="list-style-type: none"> Show acceptable ability to develop managerially relevant research ideas, and conceptualize them. Demonstrate acceptable ability to think critically and design studies to test the ideas. 	<ol style="list-style-type: none"> Show marginal ability to develop managerially relevant research ideas, and conceptualize them. Demonstrate marginal ability to think critically and design studies to test the ideas. 	<ol style="list-style-type: none"> Show no ability to develop managerially relevant research ideas, and conceptualize them. Demonstrate no ability to think critically and design studies to test the ideas
3. Presentation		<ol style="list-style-type: none"> Demonstrate excellent ability to deliver a well-structured and engaging presentation. Show great level of enthusiasm and professionalism. 	<ol style="list-style-type: none"> Demonstrate good ability to deliver a well-structured and engaging presentation. Show good level of enthusiasm and professionalism. 	<ol style="list-style-type: none"> Demonstrate acceptable ability to deliver a well-structured and engaging presentation. Show acceptable level of interest and professionalism. 	<ol style="list-style-type: none"> Demonstrate marginal ability to deliver a well-structured presentation. Show marginal level of interest and professionalism. 	<ol style="list-style-type: none"> Demonstrate no ability to deliver a well-structured presentation. Show low level of interest and professionalism.

Part III Other Information

1. Keyword Syllabus

Consumer behavioral, research methods, idea generation, hypotheses development, experimental design, social influences, brand relationship, motivation, judgement and decision making, creativity, conspicuous consumption, consumer welfare.

2. Reading List

2.1 Compulsory Readings

Reading materials will be provided in class.

2.2 Additional Readings

Nil.