

**City University of Hong Kong
Course Syllabus**

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

Part I Course Overview

Course Title:	<u>Doctoral Studies: Consumer Behavioral Research</u>
Course Code:	<u>MKT8632</u>
Course Duration:	<u>One Semester</u>
Credit Units:	<u>3</u>
Level:	<u>Postgraduate</u>
Medium of Instruction:	<u>English</u>
Medium of Assessment:	<u>English</u>
Prerequisites: <i>(Course Code and Title)</i>	<u>Nil</u>
Precursors: <i>(Course Code and Title)</i>	<u>Nil</u>
Equivalent Courses: <i>(Course Code and Title)</i>	<u>Nil</u>
Exclusive Courses: <i>(Course Code and Title)</i>	<u>Nil</u>

Part II Course Details

1. Abstract

This course aims to

1. Familiarize students with research in various consumer behavior domains: The course will expose students to various research studies conducted in different areas of consumer behavior. By examining papers published in top journals, students will gain insights into current trends, theories, and empirical findings in consumer research.
2. Develop students' ability to conceptualize and operationalize research ideas: Through active engagement with the literature, students will learn how to conceptualize and develop research ideas in consumer behavior. They will gain the skills to critically analyze existing research, identify research gaps, and formulate research questions.
3. Cultivate students' capacity to contribute to consumer behavioral research: Students will be expected to generate and develop novel research ideas that address unanswered questions or extend existing theories. They will be encouraged to participate in class discussions and share their insights.

2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes		
			A1	A2	A3
1.	Analysing consumer behaviours, including motives, heuristics, and the decision-making process	30%	✓		
2.	Critically examine psychological theories that are utilized in consumer behaviour.	30%		✓	
3.	Present 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. Learning and Teaching Activities (LTAs)

LTA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1. Seminars	Students will engage in in-depth exploration of consumer behavioral theories, concepts, methods, and research trends during seminars.	✓	✓	✓	3
2. Reading	Students will be provided with a list of suggested readings. Students should complete all suggested readings before coming to classes.	✓	✓	✓	6
3. Class Discussions	Students will participate in class discussions both during and outside of class 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. Paper Presentations	✓	✓	✓	20%	
3. Individual Assignment (Idea Paragraph)	✓	✓	✓	20%	
4. Final Proposal	✓	✓	✓	40%	
Examination: 0 % (duration: , if applicable)					
				100%	

5. Assessment 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. Thought Paper	Students will be assessed based on their ability to develop creative and managerially relevant research ideas and conceptualize them.	<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
2. Presentation	In the final project, students are required to develop a well-structured and comprehensive research proposal. They are expected to deliver a clear, well-structured, and engaging presentation based on their proposal.	<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.
3. Class Discussion	To test students' understanding of the research discussed in the seminar. Students will be assessed based on their performance in the in-class activities including paper discussions, and idea	<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. 	<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. 	<ol style="list-style-type: none"> Demonstrate acceptable command of a reasonable number of materials covered, with adequate ability to understand and evaluate the theories and research methods. 	<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 	<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

	presentations.	2. Show excellent attitude of learning. 3. Attend over 90% of the classes.	2. Show active attitude of learning. 3. Attend 80%- 90% of the classes.	2. Show active attitude of learning. 3. Attend 70%- 80% of the classes.	attitude of learning. 3. Attend less than 70% of the classes.	learning. 3. Attend less than 50% of the classes.
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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. Thought Paper	Students will be assessed based on their ability to develop creative and managerially relevant research ideas and conceptualize them.	1. Show excellent ability to develop creative and managerially relevant research ideas and conceptualize them. 2. Demonstrate excellent ability to think critically and design rigorous studies to test the ideas.	1. Show good ability to develop interesting and managerially relevant research ideas and conceptualize them. 2. Demonstrate good ability to think critically and design studies to test the ideas.	1. Show marginal ability to develop managerially relevant research ideas and conceptualize them. 2. Demonstrate marginal ability to think critically and design studies to test the ideas.	1. Show no ability to develop managerially relevant research ideas and conceptualize them. 2. Demonstrate no ability to think critically and design studies to test the ideas
2. Presentation	In the final project, students are required to develop a well-structured and comprehensive research proposal. They are expected to deliver a clear, well-structured, and engaging presentation based on their proposal.	1. Demonstrate excellent ability to deliver a well-structured and engaging presentation. 2. Show great level of enthusiasm and professionalism.	1. Demonstrate good ability to deliver a well-structured and engaging presentation. 2. Show good level of enthusiasm and professionalism.	1. Demonstrate marginal ability to deliver a well-structured presentation. 2. Show marginal level of interest and professionalism.	1. Demonstrate no ability to deliver a well-structured presentation. 2. Show low level of interest and professionalism.
3. Class Discussion	To test students' understanding of the research discussed in the seminar. Students will be assessed based on their performance in the in-class activities including paper discussions, and idea presentations.	1. Show excellent command of all aspects of the course, with the ability to understand thoroughly and critically evaluate the theories and research methods. 2. Show excellent attitude of	1. Show good coverage of most aspects of the course, with the ability to understand and evaluate the theories and research methods. 2. Show active attitude of learning.	1. Demonstrate acceptable command of a reasonable number of materials covered, with adequate ability to understand and evaluate the theories and research methods. 2. Show active attitude of	1. Show marginal command of course materials, with the ability to partially understand and evaluate the theories and research methods. 2. Show minimum

		learning. 3. Attend over 90% of the classes.	3. Attend 80%- 90% of the classes.	learning. 3. Attend 70%- 80% of the classes.	attitude of learning. 3. Attend less than 70% of the classes.
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Part III Other Information

1. Keyword Syllabus

Consumer behavioral, research methods, idea generation, hypotheses development, experimental design, linguistics and marketing, modality (Video and Audio), influencer marketing, consumer-generated messages, device and Interface, new technology, social relationship

2. Reading List

2.1 Compulsory Readings

Reading materials will be provided in class.

2.2 Additional Readings

Nil.