

Subject Description Form

Subject Code	MM3721
Subject Title	Consumer Behaviour
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	Consumer Behaviour is designed for students who have some basic knowledge of marketing. This subject contributes to eight (8) of the eleven (11) outcomes of the BBA (Hons) Programme (for 4-year curriculum). In so doing, it aims to develop students' conceptual, theoretical, and practical understanding of the behavioural aspects of consumers and their strategic implications to marketers.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. identify the major individual, social and cultural factors that affect consumers' decision making process (BBA Outcome 8). b. explain and analyze the major stages which consumers usually go through when making a consumption-related decision (BBA Outcome 8). c. understand the essence of how consumers make decisions and be able to assess the relevant implications for marketing practitioners (BBA Outcomes 5 & 10). d. Studying this subject will also help develop students' critical and creative thinking (BBA Outcome 3), appreciation of cross-cultural differences (BBA Outcome 2), and oral and written communication skills (BBA Outcome 1).
Subject Synopsis/ Indicative Syllabus	Introduction to Consumer Behaviour Consumer Decision-Making Process (MAO, Problem Recognition; Judgmental and Decision Making; Post-Decision Processes) Consumer Information Processing Process (Exposure, Attention and Perception; Memory and Knowledge, Attitudes) Social and Cultural Influences on Consumer Choice (Personality, Reference groups, Social influences, and Culture)
Teaching/Learning Methodology	This subject is taught in a two-hour lecture and a one-hour tutorial combined together every week (i.e. meet once a week), for thirteen weeks. Each lecture begins with a brief review of the previous lecture. This is followed by the introduction of a new topic. The last ten minutes of the lecture are used to recap the learning for the week. The one-hour tutorials are used for in-depth discussion of various topics introduced in the lectures through the use of various student-oriented activities (e.g., case studies and group presentations). Students may also have the opportunity to familiarize themselves with marketing research procedures through in-class discussions and optional participation in research studies for extra marks.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a	b	c	d
	Continuous Assessment	100%				
	1. Class attendance and participation	5%	✓	✓	✓	✓
	2. Individual assignments	30%	✓	✓		✓
	3. Group project & presentations	25%	✓	✓	✓	✓
	4. Class quizzes (two)	40%	✓	✓	✓	✓
	Total	100 %				
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The various assessment methods are designed to help students to learn (formative) and measure how well they have learned it (summative) in an effective way.</p> <p>It will ensure all students taking this subject can –</p> <ul style="list-style-type: none"> ▪ Apply appropriate consumer behavior theories to analyze some real life issues critically and creatively, while understanding that multiple theories may apply to a single consumer issue. ▪ Relate to a company's strategic moves, recently observed consumption patterns or problems it faces, and to come up with appropriate explanations and solutions while understanding that there may be multiple solutions to a single problem. ▪ Present their arguments and views logically and convincingly 						
Student Study Effort Expected	Class contact:					
	▪ Lectures		26 Hrs.			
	▪ Tutorials		13 Hrs.			
	Other student study effort:					
	▪ Working on individual assignment and group presentation		35 Hrs.			
	▪ Preparing for quizzes		35 Hrs.			
	Total student study effort		109 Hrs.			

Reading List and References	<p><i>Recommended Textbook</i></p> <p>Wayne Hoyer, Deborah MacInnis, and Rik Pieters, “Consumer Behavior”, 6th Edition, South-Western: CENGAGE Learning, 2013.</p> <p><i>References</i></p> <p>Journal of Consumer Research</p> <p>Journal of Consumer Psychology</p>
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