

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	MM6741
Subject Title	Advanced Topics in Consumer Behavior
Credit Value	3
Level	6
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	<ol style="list-style-type: none"> 1. Introduce students to “cutting edge” topics and literature in the field of consumer behavior; 2. Help students to gain depth in important areas of consumer behavior research
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand the “cutting edge” topics and literature in the field of consumer behavior; b. demonstrate an ability to critique research methodologies and findings in the consumer behavior literature. c. develop and advance their own research interests in the consumer behavior area
Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	<p>The focus will be on current research directions in the following areas:</p> <ul style="list-style-type: none"> • Consumer information processing • Consumer memory and learning • Self and identity in consumption • Sensory marketing • Consumer motivation and goals • Emotions and affect • Attitudes and persuasion • Implicit consumer cognition • Consumer decision making • Behavioral pricing • Consumer aesthetics • Product assortment • Social influence • Branding • Pro-social consumer behavior
Teaching/Learning Methodology <i>(Note 3)</i>	<p>Student participation and discussion in class will be strongly encouraged. Based on their reading of the assigned materials, students also need to generate their own research ideas, present these ideas to the class and get feedbacks, and finally write a term paper based on one idea.</p>

Assessment Methods in Alignment with Intended Learning Outcomes <i>(Note 4)</i>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th></th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. In-class discussion</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>2. Take home assignments</td> <td>25%</td> <td>✓</td> <td>✓</td> <td></td> <td></td> </tr> <tr> <td>3. Idea presentations</td> <td>25%</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>4. Term paper</td> <td>25%</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="4"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a.	b.	c.		Continuous Assessment*	100%					1. In-class discussion	25%	✓	✓	✓		2. Take home assignments	25%	✓	✓			3. Idea presentations	25%	✓		✓		4. Term paper	25%	✓		✓		Total	100 %				
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<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>Students are assigned journal articles to read at home. They are then required to prepare written reviews on these articles. They also need to share and discuss these reviews in the class. This approach enables students to appreciate the latest marketing theories and concepts and their relevant managerial implications. It also gives students an opportunity to appreciate the strengths and weaknesses of various marketing investigations. They need to generate research ideas and present their research ideas in classes. At the end of the semester, students also need to write a term paper based on the best research idea they come up with in this course.</p>																																															
Student Study Effort Expected	Class contact:																																														
	<ul style="list-style-type: none"> ▪ Lectures and seminars 	39 Hrs.																																													
	Other student study effort:																																														
	<ul style="list-style-type: none"> ▪ Preparation for lectures and seminars 	39 Hrs.																																													
	<ul style="list-style-type: none"> ▪ Preparation for assignment / project and presentation 	39 Hrs.																																													
Total student study effort	117 Hrs.																																														
Reading List and References	<p>The focus will be on reviewing and discussing journal articles dealing with relevant issues in the topic areas. Since the focus is on recent articles, the required readings will be updated frequently.</p>																																														

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.