



# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	CONSUMER BEHAVIOUR
<b>Course ID:</b>	BUMKT2602
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	(BUMKT1501 or SPMAN1002)
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080505

## Description of the Course:

This course enables students to undertake a detailed study of personal and group consumer behaviour, their determinants and implications for marketing strategy. Student will be given the opportunity to study the areas of: consumer decision-making and types of decision-making situations; internal influences on behaviour as they apply to the consumption process; external influences on behaviour and the role of the marketplace, consumer (individual and group) purchase and consumption behaviour, consumer market analysis and trends including the personal and group behaviour patterns in the marketing environment, marketing stimuli and strategies in relation to consumer behaviour, market segmentation, product positioning, marketing communications, shopping behaviour, price and salesperson influences.

**Grade Scheme:** Graded (HD, D, C, P, MF, F, XF)

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

## Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Advanced	■	■	■	■	■	■

### Learning Outcomes:

This course aims to provide a detailed study of personal and group consumer behaviour, its determinants and its implications for marketing strategy.

### Knowledge:

- K1.** Analyse marketing strategies in relation to consumer behaviour
- K2.** Recognise consumer behaviour principles and practices
- K3.** Identify types of decision-making situations that consumers can undertake
- K4.** Evaluate the value of a variety of consumer products according to consumer behaviour theory
- K5.** Examine both external and internal factors that affect consumer behaviour

### Skills:

- S1.** Apply consumer behaviour theories to a given marketing problem
- S2.** Identify appropriate techniques to collect, analyse, and evaluate ideas and information with reference to consumer behaviour specific topic areas
- S3.** Critically analyse marketing activities from a consumer behaviour point of view
- S4.** Transfer ideas and perspectives on consumer behaviour theory to others via written and/or oral communication

### Application of knowledge and skills:

- A1.** Using personal responsibility and autonomy, analyse the consumer behaviour of self and others
- A2.** Generate and evaluate elements of the marketing mix with consideration of consumer behaviour theory
- A3.** Develop strategic ideas for the development or improvement of marketing plan in consideration of consumer behaviour theory

### Course Content:

Topics may include:

- Consumer decision making processes and types of decision making situations
- The internal influences on behaviour as they apply to the consumption process
- The external influences on behaviour and the role of the marketplace in the socio-political system
- Consumer (individual and group) purchase and consumption behaviour
- Consumer market analysis and trends including the personal and group behaviour patterns in the Australian marketing environment

- Marketing stimuli and strategies in relation to consumer behaviour: market segmentation, product positioning, marketing communications, store choice and shopping behaviour, price and salesperson influences
- Consumerism, consumer rights, marketing's responsibility to the consumer

### Values:

- V1.** Appreciate the aims of the consumerism movement and marketing's responsibility to the consumer and society
- V2.** Appreciate the importance of consumer-oriented strategies to organisations.
- V3.** Seek to learn and understand more completely the factors associated with marketing decision-making.
- V4.** Draw on scholarly research, as well as current business practice, to examine, analyse and evaluate consumer issues.

### Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, K4, K5, S2, S3, A1, A3	AT1, AT2
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K1, K5, S1, S2, S3, S4, A2, A3	AT2, AT3
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K4, K5, S1, S3, A2, A3	AT2, AT3
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S4	AT2, AT3
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	S3, A1, A3	AT2

### Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K2,K3,K5 S1	Demonstrate knowledge of the course material	Individual Test	20-30%
K1,K2,K3,K4,K5 S1,S2,S3,S4 A1,A2,A3	Critically analyse and interpret a marketing situation in relation to consumer behaviour through a report and/or presentation	Individual OR Group Task	30-40%
K1,K2,K3,K5 S1,S3 A3	Demonstrate knowledge and skills gained in the course by applying them to different marketing situations	Test / Final Assessment	30-50%

**Adopted Reference Style:**

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)