

# Unit Outline (Higher Education)

**Institute / School:** Institute of Innovation, Science & Sustainability

**Unit Title:** Consumer Behavior

**Unit ID:** BUMKT2201

**Credit Points:** 15.00

**Prerequisite(s):** (BUMKT1200)

**Co-requisite(s):** Nil

**Exclusion(s):** (BUMKT2602)

**ASCED:** 080505

## Description of the Unit:

This unit enables students to undertake a comprehensive study of personal and group consumer behavior, their determinants and implications for marketing strategy. Students will delve into fundamental aspects of consumer behavior including consumer needs, motivations, goals, perceptions, learning processes, personalities and attitude. The unit also addresses consumer decision-making in various situations, internal and external influences on behavior as they apply to the consumption process. Topics covered include consumer market analysis and trends, patterns of personal and group behavior patterns in the marketing environment, marketing stimuli and strategies in relation to consumer behavior, market segmentation, product positioning, marketing communications, shopping behavior, price and salesperson influences as well as the impact of technology on consumer behavior.

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

## Work Experience:

No work experience: Student is not undertaking work experience in industry.

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

**Course Level:**

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

**Learning Outcomes:**

This unit 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.** Translate ideas and perspectives on consumer behaviour theory to others via written and/or oral communication

**Application of knowledge and skills:**

- A1.** Craft compelling marketing communications to influence consumer attitudes and behaviours
- 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

**Unit 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
- Creating Brand Loyalty
- Buying, Using and Disposing
- Group and Social Referencing
- Consumerism, consumer rights, marketing`s responsibility to the consumer
- Technology and consumer behavior

**Learning Task and Assessment:**

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K2,K3,K5, S1, A2	Demonstrate how learnings from the unit can be applied in a real-life, business setting.	Case studies	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 presentation individually or in a group.	Report and presentation	30-50%
K1,K2,K3,K5 S1,S3, A1, A3	Demonstrate knowledge and skills gained in the unit by applying them to different marketing situations.	Test / Final Assessment	20-40%

**Adopted Reference Style:**

APA

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

Fed Cite - [referencing tool](#)