

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Consumer Behavior

Unit ID: BUMKT2201

Credit Points: 15.00

Prerequisite(s): (At least 60 credit points from program)

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

Placement Component:

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	<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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:
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:

- 1.Consumer decision making processes and types of decision making situations
- 2.The internal influences on behaviour as they apply to the consumption process
- 3.The external influences on behaviour and the role of the marketplace in the socio-political system
- 4.Consumer (individual and group) purchase and consumption behaviour
- 5.Consumer market analysis and trends including the personal and group behaviour patterns in the Australian marketing environment
- 6.Marketing stimuli and strategies in relation to consumer behaviour: market segmentation, product positioning, marketing communications, store choice and shopping behaviour, price and salesperson influences
- 7.Creating Brand Loyalty
- 8.Buying, Using and Disposing
- 9.Group and Social Referencing
- 10.Consumerism, consumer rights, marketing`s responsibility to the consumer
- 11.Technology and consumer behavior

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, inter-act and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> Using effective verbal and non-verbal communication Listening for meaning and influencing via active listening Showing empathy for others Negotiating and demonstrating conflict resolution skills Working respectfully in cross-cultural and diverse teams. 	Not applicable	Not applicable
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> Creating a collegial environment Showing self-awareness and the ability to self-reflect Inspiring and convincing others Making informed decisions Displaying initiative 	Not applicable	Not applicable
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> Reflecting critically Evaluating ideas, concepts and information Considering alternative perspectives to refine ideas Challenging conventional thinking to clarify concepts Forming creative solutions in problem solving. 	Not applicable	Not applicable
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> Finding, evaluating, managing, curating, organising and sharing digital information Collating, managing, accessing and using digital data securely Receiving and responding to messages in a range of digital media Contributing actively to digital teams and working groups Participating in and benefiting from digital learning opportunities. 	Not applicable	Not applicable

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life. 	Not applicable	Not applicable

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](#)