

# Unit Outline (Higher Education)

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

**Unit Title:** CONSUMER BEHAVIOUR

**Unit ID:** BUMKT2602

**Credit Points:** 15.00

**Prerequisite(s):** (BUMKT1501 or SPMAN1002)

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

**Exclusion(s):** Nil

**ASCED:** 080505

## Description of the Unit:

This unit 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)

## 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	<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:

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.** 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

### 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
- Consumerism, consumer rights, marketing's responsibility to the consumer

## 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, interact 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"> <li>• Using effective verbal and non-verbal communication</li> <li>• Listening for meaning and influencing via active listening</li> <li>• Showing empathy for others</li> <li>• Negotiating and demonstrating conflict resolution skills</li> <li>• Working respectfully in cross-cultural and diverse teams.</li> </ul>	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"> <li>• Creating a collegial environment</li> <li>• Showing self-awareness and the ability to self-reflect</li> <li>• Inspiring and convincing others</li> <li>• Making informed decisions</li> <li>• Displaying initiative</li> </ul>	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"> <li>• Reflecting critically</li> <li>• Evaluating ideas, concepts and information</li> <li>• Considering alternative perspectives to refine ideas</li> <li>• Challenging conventional thinking to clarify concepts</li> <li>• Forming creative solutions in problem solving</li> </ul>	K1, K3, K4, S3, A1, A2, A3	AT1, AT2

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
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"> <li>• Finding, evaluating, managing, curating, organising and sharing digital information</li> <li>• Collating, managing, accessing and using digital data securely</li> <li>• Receiving and responding to messages in a range of digital media</li> <li>• Contributing actively to digital teams and working groups</li> <li>• Participating in and benefiting from digital learning opportunities</li> </ul>	S2, S4, A3	AT2
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"> <li>• Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts</li> <li>• Committing to social responsibility as a professional and a citizen</li> <li>• Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses</li> <li>• Embracing lifelong, life-wide and life-deep learning to be open to diverse others</li> <li>• Implementing required actions to foster sustainability in their professional and personal life.</li> </ul>	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/or presentation individually or in a group.	Report and/or presentation	30-50%
K1,K2,K3,K5 S1,S3 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](#)