

MKTG 1003 CONSUMER BEHAVIOUR

Credit Points 10

Legacy Code 200084

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Description From 2022 this subject replaced by MKTG 2010 Customer Experience Fundamentals. A focus on the consumer is critical in marketing philosophy. Effective marketing strategies are necessarily formulated as a result of the understanding of basic consumer behaviour. The aim of the subject Consumer Behaviour is to introduce students to consumer behaviour as a critical component in marketing philosophy, and fundamental to the development of effective marketing strategies. This subject applies concepts, theories and models derived from disciplines such as sociology, anthropology, psychology, economics, and mass communications theory to a consumer context. Students will learn to apply such concepts, theories and models through a range of individual and collaborative means using a blended learning design that draws on current and future consumer trends in various marketplaces.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects LGYA 9902 - Consumer Behaviour LGYC 0177 - Buyer Behaviour MKTG 1004 Consumer Behaviour

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate understanding of key consumer behaviour theories, concepts, models and frameworks;
2. Apply relevant theory to explain consumer behaviour in the marketplace/space;
3. Discern how consumer behaviour informs marketing practices;
4. Explain the relevance of Australia's First People in a consumer behaviour and marketing context;
5. Explain the importance of social, economic and environmentally responsible consumer behaviour and marketing practice;
6. Collaborate effectively in teams.

Subject Content

- Overview of Consumer behaviour
- introduction to theory
- external, social influences of culture, sub-culture, social class and non-family and family groups (reference groups) and lifestyle
- The diffusion of innovations
- Internal, psychological influences of involvement, motivation, learning and Memory, perception and information-processing, attitude formation and change, personality, self-concept, emotion
- Situational influences

- The Consumer decision-making process involving: Problem Recognition, information search, Evaluating alternatives, purchase and post-purchase behaviour
- consumerism, ethics, public policy
- future Trends in Consumer behaviour
- Marketing implications of Consumer behaviour including, but not limited to: market research, segmentation, Marketing strategy, planning and evaluation, and Marketing decisions relating to Product, promotion, place and price

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Mandatory Group Task
Quiz	3 out of a possible 4	30	N	Individual
Report	4,000 words (max)	30	N	Group
Final examination	2 hours	40	N	Individual

Prescribed Texts

- Garlin, F (comp) (latest edition), 200084 Consumer behaviour, McGraw Hill.