



BUS304 CONSUMER BEHAVIOUR T318 - Brief

All information contained within this Subject Outline applies to all students enrolled in the trimester as indicated.

1. General Information

1.1 Administrative Details

Associated HE Award(s)	Duration	Level	Subject Coordinator
B Bus (Accg); B Bus (Mgt & Finance)	1 trimester	Level 3	Fadi Kotob fadi.kotob@koi.edu.au P: 92833583 (Ext.156) L: Level 1, 545 Kent St. Consultation: via Moodle or by appointment.

1.2 Core / Elective

This is an elective subject for B Bus (Accg) and B Bus (Mgt & Finance)

1.3 Subject Weighting

Indicated below is the weighting of this subject and the total course points.

Subject Credit Points	Total Course Credit Points
4	BBus(Accg) 96; BBus (Mgt & Finance) 96

1.4 Student Workload

Indicated below is the expected student workload per week for this subject:

No. timetabled hours/week*	No. personal study hours/week**	Total workload hours/week***
4 hours/week (2 hour Lecture + 2 hour Tutorial)	6 hours/week	10 hours/week

* Total time spent per week at lectures and tutorials

** Total time students are expected to spend per week in studying, completing assignments, etc.

*** Combination of timetable hours and personal study.

1.5 Mode of Delivery On-campus

1.6 Pre-requisites BUS104 Introduction to Marketing

1.7 General Study and Resource Requirements

- Students are expected to attend classes with the weekly worksheets and subject support material provided in Moodle. Students should read this material before coming to class to improve their ability to participate in the weekly activities.
- Students will require access to the internet and their KOI email and should have basic skills in word processing software such as MS Word, spreadsheet software such as MS Excel and visual presentation software such as MS PowerPoint.
- Computers and WIFI facilities are extensively available for student use throughout KOI. Students are encouraged to make use of the campus Library for reference materials.

Resource requirements specific to this subject: No specific resource requirements for this subject.

2. Academic Details









2.1 Overview of the Subject

A clear understanding of consumer behaviour is critical for developing and evaluating effective marketing strategies. This subject provides a theoretical grounding in the field of customer behaviour examining both the internal and external human factors affecting behaviour and decision-making. It develops an awareness and understanding of customers as the central focus of marketing action, and discusses relevant theories developed in marketing, psychology and other behavioural sciences. This subject develops students' abilities to apply customer behaviour concepts to marketing problems.

2.2 Graduate Attributes for Undergraduate Courses

Graduates of the *Bachelor of Business (Accounting)*, and the *Bachelor of Business (Management and Finance)* courses from King's Own Institute will gain the graduate attributes expected from successful completion of a Bachelor's degree under the Australian Qualifications Framework (2nd edition, January 2013). Graduates at this level will be able to apply an advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.

King's Own Institute's key generic graduate attributes for a bachelor's level degree are summarised below:

	KOI Bachelor Degree Graduate Attributes	Detailed Description
	Knowledge	Current, comprehensive and coherent knowledge
	Critical Thinking	Critical thinking and creative skills to analyse and synthesise information and evaluate new problems
	Communication	Communication skills for effective reading, writing, listening and presenting in varied modes and contexts and for transferring knowledge and skills to others
	Information Literacy	Information and technological skills for accessing, evaluating, managing and using information professionally
	Problem Solving Skills	Skills to apply logical and creative thinking to solve problems and evaluate solutions
	Ethical and Cultural Sensitivity	Appreciation of ethical principles, cultural sensitivity and social responsibility, both personally and professionally
	Teamwork	Leadership and teamwork skills to collaborate, inspire colleagues and manage responsibly with positive results
	Professional Skills	Professional skills to exercise judgement in planning, problem solving and decision making

Across the course, these skills are developed progressively at three levels:





- **Level 1 Foundation** – Students learn the basic skills, theories and techniques of the subject and apply them in basic, stand-alone contexts.
- **Level 2 Intermediate** – Students further develop skills, theories and techniques of the subject and apply them in more complex contexts, beginning to integrate the application with other subjects.
- **Level 3 Advanced** – Students have a demonstrated ability to plan, research and apply the skills, theories and techniques of the subject in complex situations, integrating the subject content with a range of other subject disciplines within the context of the course.

BUS304

2.3 Subject Learning Outcomes

This is a Level 3 subject.

Listed below, are key knowledge and skills students are expected to attain by successfully completing this subject:

Subject Learning Outcomes	Contribution to Course Graduate Attributes
a) Explain the contribution of Consumer Behaviour to marketing and strategy development	
b) Critically apply models of consumer decision making to specific examples of consumer behaviour	
c) Evaluate the influence of the internal factors of perception, motivation, learning, attitude and personality/psychographics on the behaviours of consumers	
d) Evaluate the influence of the external factors of reference groups, family, social class, culture and market forces on the behaviour of consumers	

2.4 Subject Content and Structure

Below are details of the subject content and how it is structured, including specific topics covered in lectures and tutorials. Reading refers to the text unless otherwise indicated.

Weekly Planner:

Week (beginning)	Topic covered in each week's lecture	Reading(s)	Expected work
1 05 Nov	Course overview with assessment advice Consumer Behaviour & Marketing Strategy	Ch 1	Tutorial Exercises
2 12 Nov	The establishment of consumer perception	Ch 8	Tutorial Exercises
3 19 Nov	Consumer comprehension: learning, memory & brand	Ch 9	Tutorial Exercises
4 26 Nov	Motivation, personality & emotion	Ch 10	Tutorial Exercises
5 03 Dec	Attitude & attitude change	Ch 11	Tutorial Exercises
6 10 Dec	Group influence & communication	Chs 14	Mid-trimester exams
7 17 Dec	Decision making: Need recognition & information search	Chs 3, 4	Tutorial Exercises
23 Dec 2018 – 06 Jan 2019	Mid-Trimester Break		
8 07 Jan	Decision making: Evaluating alternatives Outlet selection	Ch 5 Ch 6 (part)	Tutorial Exercises
9 19 Jan	Customer satisfaction & loyalty	Ch 6 (part) Ch 7	Tutorial Exercises Group Case study due for submission. Presentations due to start.

BUS304

			Deferred Mid Trimester Exams - see Section 2.6 below for more information
10 21 Jan	Impact on consumer behaviour of demographics & lifestyle	Ch 12	Tutorial Exercises Group Case Study Presentations Continuation
11 28 Jan	Impact on consumer behaviour of culture Cross-cultural marketing strategy	Ch 16	Tutorial Exercises Group Case Study Presentations Continuation
12 04 Feb	Contemporary issues in consumer behaviour as may influence marketing strategy. Applying knowledge gained from this course to marketing strategy. Preparatory advice for the Final examination		Tutorial Exercises
13 11 Feb	Study Review Week		
14 18 Feb	Final Exam Week	Please see Exam Timetable for exam date, time and location	
15 25 Feb	Student Vacation begins Enrolments for T119 open		
16 04 Mar	Results Released 05 Mar 2019 Certification of Grades 08 Mar 2019		
T119 begins 11 Mar 2019			
1 11 Mar	Week 1 of classes for T119 Friday 08 Mar 2019 – Review of Grade Day for T318 – see Sections 2.6 and 3.6 below for more information.		

2.7 Teaching Methods/Strategies

Briefly described below are the teaching methods/strategies used in this subject:

- *On-campus lectures* (2 hours/week) are conducted in seminar style and address the subject content, provide motivation and context and draw on the students' experience and preparatory reading.
- *Tutorials* (2 hours/week) include class discussion of case studies and research papers, practice sets and problem-solving and syndicate work on group projects. Tutorial participation is an essential component of the subject and contributes to the development of graduate attributes (see section 2.2 above). It is intended that specific tutorial material such as case studies, recommended readings, review questions etc. will be made available each week in Moodle.
- *Online* teaching resources include class materials, readings, model answers to assignments and exercises and discussion boards. All online materials for this subject as provided by KOI will be found in the Moodle page for this subject. Students should access Moodle regularly as material may be updated at any time during the trimester
- *Other contact* - academic staff may also contact students either via Moodle messaging, or via email to the email address provided to KOI on enrolment.

2.8 Student Assessment

Provided below is a schedule of formal assessment tasks and major examinations for the subject.

Assessment Type	When Assessed	Weighting	Learning Outcomes Assessed
Mid-term Concepts Test	Week 6	20%	a, b
Group Case Study 2500 ± 10% words and 10 minute Oral Presentation	Week 9-11	Written response 20% Presentation 10% Total 30%	a, b, c, d
Final examination (2 hours)	Week 14	50%	a, b, c, d

Requirements to Pass the Subject:

To gain a pass or better in this subject, students must gain a *minimum of 50%* of the total available subject marks.

2.9 Prescribed and Recommended Readings

Prescribed Text:

Quester, P., Pettigrew, S., Hawkins, D. I., 2013. Consumer Behaviour, Implications for Marketing Strategy. 7th ed. Sydney: McGraw Hill.