**MAKT903**

**Consumer Behaviour in Marketing**

# MAKT903

# Consumer Behaviour in Marketing

**Instructor Contact Details**

Lecturer-in-charge: TBA Email:

wlwyxy_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University

Consultation Time: to be announced, and by appointment

**Teaching Times, Modes and Locations**

The Time: TBA

Modes: Online/Face-to-face

Location: Anywhere via online/Huajiachi Campus, Zhejiang University via face-to-face

**Academic Level**

Postgraduate

**Units of Credit**

The course is worth 6 units of credit

**Credit Hours**

The number of credit hours of this course equals to the credits of a standard semester-long Australian university course.

**Contact Hours**

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

**Course Description:**

This unit introduces the concepts, processes and theories that help marketing managers formulate a consumer-centric approach to marketing. This unit is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. Students learn to apply the concepts, principles, and theories from economics, psychology, sociology, social psychology, cultural anthropology etc. are used to describe and explain consumer behaviour. This course introduces some widely used econometric models for analyzing financial data and the procedures used to estimate these models. This course focus on empirical work and the application of analysis of real market data. This course includes following topics: the statistical nature of financial data; the specification, estimation, and testing of asset pricing models; high-frequency financial data analysis; and the modeling of financial return volatility. Throughout the unit, students are encouraged to become familiar with financial data and learn how to apply models to these data.

**Prerequisite:**

The foundations of marketing will enable students to gain a better understanding of this unit.

**Learning Resources**

"Hoyer, W.D., MacInnis, D.J. and Pieters, R (2018), Consumer Behavior, 7th Edition, Boston, MA:Cengage Learning US, ISBN 9781305507272),

Consumer Behaviour: Buying, Having Being, 4th edition

**Learning Objectives**

By the end of this course, you should be able to:

· identify and analyse issues related to consumer behaviour in different facts

· develop suitable solutions to address consumer behaviour problems

· research and use information related to the behaviour of consumers, efficiently andresponsibly demonstrated by professional referencing and relevant permission.

**Course Delivery:**

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision and final exam.

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and others sessions will be run during weekdays.

**Topics and Course Schedule:**

| Topic | Activities |
|---|---|
| **Orientation** | |
| **Introduction to Consumer Behaviour and the MAO Framework** | Lecture; Tutorial |
| **Memory and Knowledge Structures** | Lecture; Tutorial |
| **Exposure, Attention, Perception and Comprehension** | Lecture; Tutorial |
| **Consumer Attitudes I** | Lecture; Tutorial |
| **Consumer Attitudes II** | Lecture; Tutorial |
| **Mid-Semester Review** | Lecture; Tutorial |
| **Social Influences on Consumer Behaviour** | Lecture; Tutorial |

| | |
|---|---|
| **Decision Making on Consumer Behaviour** | Lecture; Tutorial |
| **CB Insights Industry Lecture** | Lecture; Tutorial |
| **Consumer Diversity** | Lecture; Tutorial |
| **Social Class and Households** | Lecture; Tutorial |
| **Psychographics and Ethics** | Lecture; Tutorial |
| **Final Review** | Lecture; Tutorial |
| **Revision** | |
| **Final exam** | |

**Assessments:**

| | |
|---|---|
| Class participation | 15% |
| Class works | 15% |
| Critical review | 20% |
| Final exam | 50% |

**Grade Descriptors:**

| | | |
|---|---|---|
| HD | High Distinction | 85-100 |
| D | Distinction | 75-84 |
| Cr | Credit | 65-74 |
| P | Pass | 50-64 |
| F | Fail | 0-49 |

**High Distinction 85-100**

Treatment of material evidences an advanced synthesis of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate

All criteria addressed to a high level

**Distinction 75-84**

Treatment of material evidences an advanced understanding of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically strong

All criteria addressed strongly

**Credit 65-74**

Treatment of material displays a good understanding of ideas

Work is well-written and stylistically sound, with a minimum of syntactical errors

All criteria addressed clearly

**Pass 50-64**

Treatment of material indicates a satisfactory understanding of ideas

Work is adequately written, with some syntactical errors

Most criteria addressed adequately

**Fail 0-49**

Treatment of ideas indicates an inadequate understanding of ideas

Written style inappropriate to task; major problems with expression

Most criteria not clearly or adequately addressed

## Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

**Policy**
-   The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
-   The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
-   Academic dishonesty affects the University's reputation and devalues the degrees offered.
-   The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
    -   Expulsion;
    -   Suspension;
    -   Zero mark/fail grade;
    -   Marking down;
    -   Re-doing/re-submitting of assignments or reports; and
    -   Verbal or written warning.