

**National University of Singapore
NUS Business School
Department of Marketing**

**MKT3402A Consumer Behaviour
Semester II, 2017/2018**

Course Coordinator: Adelle X. Yang
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Class Schedule: Thursday, 8am – 11am (Group A1)
Thursday, 11am – 2pm (Group A2)
Thursday, 2am – 5pm (Group A3)

Course Description

This course is designed to equip marketing students with the necessary insights to explain, predict, and influence consumer behaviors.

The course bridges micro-level psychological mechanisms with macro-level economic consequences. Students will learn and discuss key psychological constructs and mechanisms underlying consumer judgment and decision-making processes, especially those that produce important behavioral outcomes such as choices and consumption. From this course, students are expected to acquire the ability to critically understand and interpret important behavioral phenomena in the field.

The lectures are designed to be highly interactive. Each lecture will focus on one major aspect in the consumer decision-making process, and will involve some form of brainstorming, group discussion, and problem solving.

Students are required to submit two individual assignments, before the start of week 5 and week 10 lectures, respectively. Each submission is expected to be one-page long (or 500 words) max, concisely describing a field observation that reflects the content learned in the previous weeks of lectures. Submissions will be graded on a 1-10 scale, based on relevance, originality, validity, clarity, and concision.

In the final test, students are expected to correctly understand key psychological constructs, identify behavioral phenomena, and properly employ behavioral insights based on knowledge learned from the course.

In the group project, students are expected to demonstrate the ability to use learned knowledge on a relevant marketing problem by identifying a real marketing problem, proposing a research hypothesis, and designing a field experiment to test the proposed hypothesis.

Assessment Components

Class Participation	20%
Individual Assignments	20%
Final Test	30%
Group Project Presentation and Report	30%

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

COURSE SCHEDULE

Week	Date	Topic (Tentative plan)	Class Activity
1	Jan 18	Overview: Understanding Consumer Behavior	Intuition Puzzles
2		Needs, Goals, and Motivation	
3		Attention & Perception	
4		Learning, Memory and Search	
5		TBD	
6		Attitudes and Persuasion	Assignment I due
RECESS WEEK			

Week	Date	Topic (Major theories and concepts that covered in each lecture is listed by not constrained to content in the parentheses)	Class Activity
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7		Judgment and Decision Making	
8		Choices	
9	Mar 15	Experimental Design	Assignment II due
10		Shopping and Buying	
11		Consumption and Satisfaction	Keys to Intuition Puzzles
12	April 5	Final Test	
13	April 12	Group Project Presentation	Group Project Report Due