

## Module Outline

**Module Code** : MKT3702B/MKT3402B  
**Module Title** : Consumer Behaviour  
**Semester** : Semester II, AY20/21  
**Faculty** : Ms Regina Yeo  
**Department** : Marketing  
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**URL** : <https://bschool.nus.edu.sg/marketing/faculty/>

### Course Description

Consumer behaviour is more than buying things. It embraces the study of how having or not having things affect our lives, and how our possessions influence the way we feel about ourselves and others.

The purpose of the course is to provide you with an understanding on the many aspects of consumer behaviour and its theoretical perspectives.

### Course Objectives

This course in Consumer Behaviour aims to achieve the following:-

1. Understand that consumer behaviour is a process and the theoretical concepts applicable in the marketplace.
2. Consider that consumers use products to help them to define their identities in different settings and to help marketers to understand the needs and wants of different consumer segments.
3. Understand the role of consumers as individuals and decision makers.
4. Develop strategies for making contact with consumers, shaping consumer opinions and assisting consumer memory.
5. Evaluate macro-environmental influences on culture and sub-culture, social class, family, reference groups and personal influence on the behaviour of consumers.

### Assessment Components

*(Tentative assessment components. Will be confirmed when semester commences)*

Group Project	40%
Individual Assignment I	20%
Individual Assignment II	20%
Class Participation	20%
<b>Total</b>	<b>100%</b>

### Recommended Text

Michael Solomon (2020), **Consumer Behaviour: Buying, Having and Being**, Pearson, 13<sup>th</sup> edition

## **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’ 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 doubt, you should consult your instructor.

### **Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

## Course Schedule

S/N	Date	Topics	2020 13e
1	Thurs 14 Jan	Introduction to Consumer Behaviour Decision Making	Chap 1 Chap 9
2	21 Jan	Perception Learning and Memory	Chap 3 Chap 4
3	28 Jan	Motivation and Affect	Chap 5
4	4 Feb	Self	Chap 6
5	11 Feb	Personality, Lifestyles and Values Attitudes and Persuasive Communications	Chap 7 Chap 8
6	18 Feb	Consumer Well-Being Buying, Using and Disposing	Chap 2 Chap 10
		<b><i>Recess Week (22 – 28 February 2021)</i></b>	
7	4 Mar	Groups and Social Media	Chap 11
8	11 Mar	Income and Social Class	Chap 12
9	18 Mar	Sub-cultures Culture	Chap 13 Chap 14
10	25 Mar	Guest Speaker	
11	1 Apr	Putting it all together	
12	8 Apr	<b>Final Presentation I</b>	
13	15 Apr	<b>Final Presentation II</b>	