

Module Outline

Module Code : MKT3402A/MKT3702A
Module Title : Consumer Behaviour
Semester : Semester I, AY2021/2022
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Overview

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 marketplace.

Module Objectives

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

General Guide & Reading

The lectures are designed to be highly interactive. Each lecture will focus on one major aspect of the consumer decision-making process, and will involve brainstorming, group discussions, and feedback. Students are required not to use laptop, tablet or phones during class sessions.

Slides used in lecture will be uploaded after lectures.

In the final test, students are expected to correctly identify key psychological constructs and behavioral phenomena, critically interpret behavioral findings, and apply behavioral insights in solving practical problems.

In the group project, students are expected to use learned knowledge to analyze a real-world marketing question, propose a solution, and design an experiment to potentially evaluate the proposed solution in the field.

Assessment Components

Class Participation	30%
Midterm	20%
Group Project Presentation and Report	20%
Final Test	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 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>

Schedule and Outline

Week	Topic
1	Introduction and Attention– What Matters to Consumers?
2	Exposure and Perception – What Influences Consumers?
3	Memory and Branding (I) – How Is Information Stored?
4	Learning and Branding (II) – How Is Information Retrieved?
5	Needs, Wants and Goals – What Drives Us?
6	Heuristics and Biases – Why Are We Inconsistent?
7	Midterm (Sept 29)
8	Valuation Models – When and Why are Consumers “Inconsistent”?
9	Experimental Design – How to Make Causal Inferences?
10	Choice Strategies, Mental Accounting, and Nudge
11	Interpersonal and Social Processes – Beyond Individual Decisions
12	Final Test (Nov 3)
13	Group Project Presentations (Nov 9)