

Module Outline

Module Code : MKT3702A
Module Title : Consumer Behaviour
Semester : Semester 1, AY 2022/2023
Faculty : Ms Regina Yeo
Department : Marketing
Email : bizyblr@nus.edu.sg
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

Group Project	40%
Individual Assignment I	20%
Individual Assignment II	20%
Class Participation	20%
Total	100%

Recommended Reference

Michael Solomon (2020), **Consumer Behaviour: Buying, Having and Being**, Pearson, 13th 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

(tentative – details to be confirmed when semester commences)

SN	Topics	Solomon 2020 13e	Remarks
1	Introduction to Consumer Behaviour Consumer Well-Being	Chap 1 Chap 2	Introduction to Consumer Behaviour
2	Learning and Memory Motivation and Affect	Chap 4 Chap 5	Internal Influences on Consumer Behaviour
3	Perception Personality, Lifestyles and Values	Chap 3 Chap 7	
4	Self-Concept	Chap 6	
5	Attitudes and Persuasive Communications	Chap 8	Choosing and Using Products
6	Decision Making Buying, Using and Disposing	Chap 9 Chap 10	
	RECESS WEEK		
7	Checkpoint I		Check on understanding & application
8	Group Influences and Social Media Income and Social Class	Chap 11 Chap 12	Consumers in Social and Cultural Settings
9	Subcultures Culture	Chap 13 Chap 14	
10	Phase 1 Presentation		Application of Concepts & Learning
11	Phase 1 Presentation		
12	Checkpoint II Putting it all together		Check on understanding & application
13	Phase 2 Submission Review and Wrap		Application of Concepts & Learning