This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS243 Consumer Behaviour

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Mark Beard

Teaching Staff: Mark Beard

Co / Prerequisite Units:
- BS140 Introduction to Marketing

Core / Elective:
- Diploma of Business: Not available
- Associate Degree in Business: Not available
- Bachelor of Business: Core for Marketing major; Elective for all other majors

Rationale:
Many different factors affect consumer buying behaviour. Buying behaviour is never simple, yet understanding it is the essential task of marketing management. A key objective of this unit is to provide students with a thorough understanding of the buyer decision process and the impact of marketing stimuli on consumer choices. An understanding of the psychological and sociological aspects of consumers' search and choice processes is vital to an appreciation of the marketing concept.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Describe the nature and scope of consumer behaviour in marketing.
2. Explain the psychological, social and cultural bases of consumer behaviour.
3. Understand consumer decision-making and the potential impact of marketing programs on consumers' choices.
4. Use knowledge of consumer behaviour to develop and recommend effective marketing strategy.
5. Integrate Christian values and beliefs in the application of marketing communications theory and practice.

Content:

<table>
<thead>
<tr>
<th>Week</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information Processing</td>
</tr>
<tr>
<td>2</td>
<td>Consumer Behaviour and Marketing Strategy</td>
</tr>
<tr>
<td>3</td>
<td>Situational Influences and Problem Recognition</td>
</tr>
<tr>
<td>4</td>
<td>Information Search and Evaluation</td>
</tr>
<tr>
<td>5</td>
<td>Purchase and Post-purchase Processes</td>
</tr>
<tr>
<td>6</td>
<td>Perception, Learning and Product Positioning</td>
</tr>
<tr>
<td>7</td>
<td>Motivation, Personality and Emotion: Attitude and Change</td>
</tr>
<tr>
<td>8</td>
<td>Australasian Society: Demographics and Lifestyles</td>
</tr>
<tr>
<td>9</td>
<td>Household Structure and Consumption Behaviour</td>
</tr>
<tr>
<td>10</td>
<td>Group Influence and Communication</td>
</tr>
<tr>
<td>11</td>
<td>Social Class</td>
</tr>
<tr>
<td>12</td>
<td>Culture and Cross-cultural Variations</td>
</tr>
<tr>
<td>13</td>
<td>Contemporary Issues in Consumer Behaviour</td>
</tr>
<tr>
<td>14</td>
<td>Review</td>
</tr>
</tbody>
</table>
Assessment

**Assessment Task #1 – Case Studies** (Relates to Outcomes 1-5)
This is a formative assessment item to assist students in understanding the fundamental concepts of consumer behaviour and applying these concepts to organisational issues and problems. Students are required to answer all the questions provided in the text for three cases selected. Written answers for each case are to be submitted to the lecturer at the commencement of the lecture. As the cases will be discussed in tutorial sessions, late submissions will not be accepted.

- **Weighting:** 20% (4 X 5% each)
- **Length:** 500-600 words each
- **Due Date:** Weeks 4, 6, 8, 10

**Assessment Task #2 – Assignment** (Relates to Outcomes 1-5)
Each student is to conduct a literature review of the consumer behaviour of a particular market segment. The report is to include an Executive Summary.

- **Weighting:** 30%
- **Length:** 3000 words
- **Due Date:** Week 15

**Assessment Task #3 – Final Exam** (Relates to Outcomes 1-4)
This three-hour end of semester examination will be comprehensive over the entire unit. It will assess student understanding of all aspects of Consumer Behaviour and will comprise a combination of multiple-choice, True/False and short answer questions. It may include questions based upon material from the text, lectures and cases.

- **Weighting:** 50%
- **Length:** 3 hours
- **Due Date:** Week 16 (Examination Week)

Academic & General Resource Requirements

- Journals:
  - *Journal of Consumer Behaviour* [ISSN 1479-1838]
  - *The Journal of Consumer Marketing* [ISSN 0736-3761]
  - *Psychology and Marketing* [ISSN 0742-6046]

Unit Summary

This unit will further develop students’ understanding of consumer behaviour, which was introduced in BS140 *Introduction to Marketing*. Those students pursuing the Marketing major will benefit from both the formative value of the case studies and the complexities of researching and writing a literature review of theories pertaining to consumer behaviour.