

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

**School of Business
BUS10050&MKTG3501A&B – CONSUMER BEHAVIOR
2016-2017, Semester 1**

GENERAL INFORMATION

Instructor: Dr. Echo Wen Wan

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Consultation times: By appointment

Tutor:

Pre-requisites: BUSI1004 Marketing /MKTG2501 Introduction to Marketing

Co-requisites:

Mutually exclusive:

Course Website:

Other important details:

COURSE DESCRIPTION

This course focuses on studying the process of consumer decision making, the new marketing research methods that generate customer intelligence, and the implications for marketing strategy. Concepts, theories, and methods covered in this course are essential for consumer analysis and the development of effective marketing strategies. To understand consumer behavior, it is important to understand some concepts and theories from fields such as psychology, sociology, economics. Accordingly, while marketing applications will be stressed throughout, you may expect this course to be a little heavier in theory than other marketing courses.

COURSE OBJECTIVES

1. To understand the processes of consumer decision making.
2. To discuss the implications of consumer decision making for marketing strategies.
3. To learn about the method of eye-tracking and related neural marketing techniques.
4. To develop the skill to design efficient marketing tactics based on the understanding of consumer psychology.
5. To apply the knowledge and skills in developing a consumer research plan

Programme Learning Outcomes

PLO1: Acquisition and internalization of knowledge of the programme discipline

PLO2: Application and integration of knowledge

PLO3: Inculcating professionalism and leadership

PLO4: Developing global outlook

PLO5: Mastering communication skills

COURSE LEARNING OUTCOMES

Course Learning Outcomes	Aligned Programme Learning Outcomes
CLO1: Describe the multiple stages in the entire process of consumer decision making.	PLO1, PLO2
CLO2: Explain how psychological processes influence consumer decision making.	PLO1, PLO2, PLO5
CLO3: Apply the theoretical models to measure consumer attitudes.	PLO1, PLO2, PLO3
CLO4: Design eye-tracking studies.	PLO1, PLO2, PLO3
CLO5: Use the concepts of consumer behavior to analyze marketing cases and make recommendations for marketing purpose.	PLO1, PLO2, PLO3, PLO4, PLO5

COURSE TEACHING AND LEARNING ACTIVITIES

Course Teaching and Learning Activities	Expected contact hour	Study Load (% of study)
T&L1. Interactive Lecture and In-Class Participation	38 hours	31.67 %
T&L2. Self-Learning	40 hours	33.33 %
T&L3. Case Study	12 hours	10 %
T&L4. Group Project	30 hours	25 %
Total	120 hours	100%

Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1. Class Participation	Individual students will be asked to participate in the discussion and sharing opinions in class. They will also have the opportunity to try the eye-tracking system and to provide their comments.	15%	CLO1, CLO2, CLO3, CLO4
A2. Case Study	Students will be required to analyze a consumer behavior case to understand and apply the concepts	15%	CLO2, CLO5

	and theories learned. Students will submit a report for the case study and discuss this case in class. Performance for the case study will be evaluated on the group basis.		
A3. Group Project Report	Students are required to form groups to work on a consumer research project that helps applying the learned concepts and theories in practical marketing situations. They will write a report based on their research on the selected brand.	20%	CLO2, CLO3, CLO5
A4. Group Project Presentation	Each group will perform a 15 to 20 minutes of presentation in class, followed by Q&As. The presentation should include the analysis of the brand's strength and weakness and recommendations of marketing strategies.	10%	CLO2, CLO3, CLO5
A5. End-of-term Exam	A close-book end-of-term exam will test the concepts, theories, cases, and insights that are covered in the entire course.	40%	CLO1, CLO2, CLO3, CLO4, CLO5
	Total	100%	

STANDARDS FOR ASSESSMENT

Course Grade Descriptors

A+, A, A-	Consistently demonstrate a thorough grasp of the subject as evidenced by original thoughts regarding the key concepts and theories from readings, critical analysis and synthesis in cases and discussions, superb ability in application in marketing contexts, and exceptional presentation skill.
B+, B, B-	Demonstrate a substantial grasp of the subject as evidenced by critical but not necessarily original thoughts regarding the key concepts and theories from readings, good ability in analysis and application in marketing contexts, and fine presentation skill.
C+, C, C-	Demonstrate a reasonable grasp of the subject as evidenced by some general understanding and analysis of the concepts and theories in readings, cases and discussions, some application in marketing contexts, and acceptable presentation skill.
D+, D	Demonstrate a partial understanding of the concepts and theories in the subject. Have little evidences of analysis and synthesis. Poor presentation skill.
F	Demonstrate poor knowledge and understanding of the subject.

Assessment Rubrics for Each Assessment (Please provide us the details in a separate file if the space here is not enough)

Assessment 1: Class Participation

- Class Attendance: 7
- Active participation of in-class discussion: 8

Assessment 2: Case Study

- Clarity in identifying the issues investigated in the case 4
- Logic in reasoning and analyzing the issues 6
- Quality of discussion in class 5

Assessment 3: Group Project Report

- Report format (page limit, clarity, organization, etc.) 2
- Executive summary 1
- Description of procedures 3
- Data analysis 4
- Analysis of brand's strengths and weaknesses 4
- Recommendations 4
- Effort and creativity 2

Assessment 4: Group Project Presentation

- Presentation attendance quality 1
- Time management 1
- Articulation of choice of product category, segments, attributes 1
- Identification of key findings 3
- Key recommendations 2
- Presentation quality (logical organization, visual aids, etc.) 2

Assessment 5: End-of-term Exam 40

End-of-term Exam (40 points) will be close-book. This exam includes multiple choices and essay questions. It will cover all lecture contents discussed in the entire course.

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Time	Topics	Readings
Week 1	I. Psychological Core Course Outline and Introduction Consumer Motivation	Chapter 2 Readings
Week 2	Exposure, Attention, and Eye-Tracking	Chapter 3 Readings
Week 3	Perception and Sensory Marketing Case guideline	Chapter 3 Readings
Week 4	II. Attitudes and Decision-Making Attitudes and Decisions based on High Effort (1)	Chapters 5, 8

Week 5	Attitudes and Decisions based on High Effort (2)	Chapters 5, 8
Week 6	Attitudes and Decisions based on Low Effort (1)	Chapters 6, 9
Week 7	Group Project Guideline In-Class Case Discussion	Case reading
Week 8	No Lecture (Reading Week)	
Week 9	Attitudes and Decisions based on Low Effort (2)	Chapters 6, 9
III. Culture and Prosocial Consumption		
Week 10	Influence of Consumer Culture	Readings
Week 11	Prosocial Consumption	Readings
Week 12	Course Revision Group Project Presentation	
Week 13	Group Project Presentation	
REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)		
<p><i>Textbook:</i> Wayne Hoyer, Deborah MacInnis, and Rik Pieters (2012), <i>Consumer Behavior</i>, 6th edition, Cengage Learning</p> <p>Cases and additional readings will be provided in class.</p>		
MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE		
<ul style="list-style-type: none"> ○ Conducting mid-term survey in additional to SETL around the end of the semester ○ Talking with students for feedback 		
COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)		
<p>University of Hong Kong is a high-education institution with integrity. Hence, the university takes the issue of academic integrity very seriously. The University Regulations on academic dishonesty will be strictly enforced! Please check the University Statement on plagiarism on the web: http://www.hku.hk/plagiarism/</p> <p>Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases:</p> <ul style="list-style-type: none"> • <u>Plagiarism</u> - The representation of someone else's ideas as if they are one's own. Where the arguments, data, designs, etc., of someone else are being used in a paper, report, oral presentation, or similar academic project, this fact must be made explicitly clear by citing the appropriate references. The references must fully indicate the extent to which any parts of the project are not one's own work. <u>Paraphrasing</u> of someone else's ideas is still using someone 		

else's ideas, and must be **acknowledged**.

- Unauthorized Collaboration on Out-of-Class Projects - The representation of work as solely one's own when in fact it is the result of a joint effort.
- Cheating on In-Class Exams - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.
- Unauthorized Advance Access to an Exam - The representation of materials prepared at leisure, as a result of unauthorized advance access (however obtained), as if it were prepared under the rigors of the exam setting. This misrepresentation is dishonest in itself even if there are not compounding factors, such as unauthorized uses of books or notes.

ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

The lecture notes and guidelines for assignments will be uploaded at Moodle. Students can access the course materials online. No printed copies of course lecture notes will be provided.