

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Consumer Behaviour					
2.	Course Code: BBA 3344					
3.	Name(s) of academic staff: TBA					
4.	<p>Rationale:</p> <p>It is being recognized that the behaviour of the consumer is one of the factors which determine the decision to purchase products. Understanding this element is very key in planning and implementation of marketing programs and activities. Marketing personnel need to be equipped with the skills and knowledge of how to recognise and analyse this behaviour.</p>					
5.	Semester and Year offered:					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L 48	T 8	P -	O -	56 GL + 104 IL = 160 Hrs
7.	Credit Value: 4					
8.	Prerequisite (if any): None					
9.	<p>Objectives:</p> <p>The objectives of this course are to:</p> <p>Expose the students to the terms, concepts, and theory related to consumer behavior.</p> <p>Discuss the internal and external factors influencing consumer decision making and consumptions.</p> <p>Alert students on the importance of understanding consumer behavior to develop appropriate and effective marketing strategies.</p>					
10.	<p>Learning outcomes:</p> <ul style="list-style-type: none"> • After the course the students will be able to: • Categorize consumer according to consumer behavior concept and theory. • Explain the consumer behavior terms, concepts, and theory in their own words. • Differentiate and explain the intrinsic and extrinsic factors that influence consumer especially in their buying decision making process. • Evaluate the consumer behavior aspects that can be applied in developing marketing strategies. 					
11.	Transferable Skills:					

12.	Teaching-learning and assessment strategy Class Participation, Assignments, Team Work, Case Studies, and Presentation.																
13.	<p>Synopsis:</p> <p>This course is designed to provide a comprehensive understanding on consumer as individual by analyzing the internal and external factors that influence their buying and consumption behaviors. This course will analyze theories related to consumer behavior to understand how an individual acts in the buying process. An analysis on consumer behavior will be done in three perspectives, consumer as individual, consumer in social and culture environment and consumer as decision maker. This course will also provide an understanding regarding the intrinsic and extrinsic factors which influence consumer decision making process. Students will be exposed to steps in decision making, which are either complex or routine; cognitive process and experience that the consumer going through before, during and after the buying decision are made. Students will be able to see how consumer personality and the culture as well as their groups influence them in making buying decision. Furthermore, the implication of consumer behavior to the development and implementation of marketing strategy will also be explored.</p>																
14.	Mode of Delivery: Lectures/Tutorial/Practical /Class Activities																
15.	<p>Assessment Methods and Types:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class Participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Continuous Assessment, Assignments and Tests</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Case Studies, Seminar, Project Paper and Presentation</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final exam</td> <td style="text-align: right;">40%</td> </tr> <tr> <td></td> <td style="text-align: center;">-----</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> </tr> </table>					Class Participation	10%	Continuous Assessment, Assignments and Tests	20%	Case Studies, Seminar, Project Paper and Presentation	30%	Final exam	40%		-----	Total	100%
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16.	Mapping of the course/module to the Programme Aims NA																
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached																
18.	Content outline of the course/module and the SLT per topic:																
		Delivery				GL	NGL	SLT									
	Topics	L	T	P	O	Hour	Hour										

<p>1. Consumer in the Marketplace – Consumer Rule.</p> <ul style="list-style-type: none"> • Define on what is consumer behavior. • Relate consumers’ impact on marketing and marketing’s impact on consumer. • Explain the marketing ethics and public policy. • Define the dark side of consumer behavior. 	4	1	-	-	5	10	15
<p>2. Consumer Perception, Learning and Memory.</p> <ul style="list-style-type: none"> • Illustrate the sensory system, exposure, attention and interpretation in consumers’ perception. • Explain the behavioral and cognitive learning theories. • Describe the roles of memory and how it affects consumer behavior. 	4	-	-	-	4	8	12
<p>3. Consumer Motivation and Values.</p> <ul style="list-style-type: none"> • Explain the motivation process. • State the roles of motivational strength. • Explain the differences between needs and wants. • Define level of consumer involvement in buying process. • Illustrates how values link to consumer behavior. 	4	-	-	-	4	8	12

<p>4. The Self, Personality and Lifestyles.</p> <ul style="list-style-type: none"> • Describe perception on the self. • Define sex roles in consumer behavior. • Relates personality with consumer behavior. • Describe how lifestyles and Psychographics affects consumer behavior 	4	1	-	-	5	10	15
<p>5. Attitude, Attitude Change and Interactive Communication.</p> <ul style="list-style-type: none"> • Define the power and the functions of consumer attitudes. • List the standard learning theory. • Describe how attitudes are forms and the attitudes model. • Illustrate how attitudes can be changed through communications. • Relate the information source with how the message are sent. 	4	1	-	-	5	10	15
<p>6. Consumer Decision Making, Buying and Disposing.</p> <ul style="list-style-type: none"> • Define consumer as problem solvers. • Describe the steps in consumer decision-making process. • Explain the situational effects on consumer behavior. • States the role of shopping environment and atmospherics. 	4	1	-	-	5	10	15

<p>7. Group Influences and Opinion Leadership.</p> <ul style="list-style-type: none"> • Explain the roles of references groups in consumer behavior. • Define when reference group are important. • Discuss the types of reference group. • Illustrates how opinion leadership influences consumer behavior. 	4	1	-	-	5	10	15
<p>8. Organizational and Household Decision Making.</p> <ul style="list-style-type: none"> • Describe organizational decision making and how it differs from consumer decision making. • Define family unit. • Explain how family life cycle affects buying. • Determine the roles of children as decision makers. 	4	1	-	-	5	10	15
<p>9. Income and Social Class.</p> <ul style="list-style-type: none"> • State how income affects consumer spending. • Define social class and social class mobility. • Describe how social class influence purchase decisions. • Explain social class differences in worldview. 	4	-	-	-	4	8	12

	<p>10. Ethnic, Racial, and Religious Subcultures.</p> <ul style="list-style-type: none"> • Identify subcultures, micro-cultures, and consumer identity. • Describe ethnic and racial stereotypes. • Explain religious subcultures and how it influences consumptions 	4	1	-	-	5	10	15
	<p>11. Age Subcultures.</p> <ul style="list-style-type: none"> • Define age and consumer identity. • Explain the emergence of the youth market. • Describe how age can determine the marketing strategy. 	4	-	-	-	4	8	12
	<p>12. Cultural Influences and Global Consumer Culture.</p> <ul style="list-style-type: none"> • Describe the element of culture: myths and rituals. • Explain the sacred and profane consumptions. • Explain on how are the culture revolves around the world. • Describe the diffusion of consumer culture. 	4	1	-	-	5	10	15
	<p>TOTAL STUDENT LEARNING TIME (SLT)</p>	48	8	0	0	56	104	160

18.	<p>Main references supporting the course:</p> <ul style="list-style-type: none"> • Solomon, Michael, R., 2009. <i>Consumer Behavior – Buying, Having and Being</i>, 8th Edition, Pearson International Edition. • Schiffman G. Leon & Kanuk Leslie Lazar 2007. <i>Consumer Behavior</i> 9th Edition. Prentice Hall. <p>Additional References</p> <ul style="list-style-type: none"> • Hawkins, Mothersbaugh, Best. 2007. <i>Consumer Behavior, Building Marketing Strategy</i>. 10th Edition. McGraw Hill International Edition. • Blackwell, Roger D., Paul W. Miniard & James F. Engel. 2006, <i>Consumer Behavior</i> 10th Edition. Dryden Press International Edition. • Blackwell, Roger, Claire D’Souza, Mehdi Taghian, Paul Miniard & James Engel. 2007 <i>Consumer Behavior, An Asia Pacific Approach</i>. Thomson, Australia. • Evans, Martin, Ahmad Jamal & Gordon Foxall. 2006. <i>Consumer Behavior</i>. John Wiley & Sons Ltd.
19.	<p>Other additional information: Nil</p>