



CHRISTIAN HERITAGE COLLEGE

BZ251

CONSUMER BEHAVIOUR

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 code	BZ251	
Unit name	Consumer Behaviour	
Associated higher education awards	Associate Degree in Business Bachelor of Business	
Duration	One semester	
Level	Intermediate	
Unit Coordinator	D'Wayne Wigley	
Core/Elective	Elective - Associate Degree in Business Core - Bachelor of Business (major in Marketing) Elective - Bachelor of Business (other majors)	
Weighting	Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business	
Student workload	Face-to-face on-site	External
	Timetabled hours per week: 3 Personal study hours per week: 7 Total workload hours per week: 10	Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
Delivery mode	Face to face on site External Full time Part time	
Prerequisites/ Corequisites/ Restrictions	Prerequisite: BZ103 Introduction to Marketing	
Specialist resource requirements	Nil	
Prescribed text(s)	Quester, P., Neal, C., Pettigrew, S., & Grimmer, M. (2011). <i>Consumer behaviour: Implications for marketing strategy</i> (6 th ed.). Sydney, NSW: McGraw-Hill.	

<p>Recommended readings</p>	<p>Books</p> <p>Clow, K. E., & Baack, D. (2007). <i>Integrated advertising, promotion, and marketing communications</i> (5th ed.). New Jersey: Pearson Education Inc.</p> <p>Kotler, P., Armstrong, G., Brown, L., & Adam, S. (2007). <i>Marketing</i> (8th ed.). Sydney, NSW: Prentice Hall.</p> <p>Poulos, M. (2007). <i>Buyer behaviour: Implications for marketing</i> (2nd ed.). Frenchs Forest, NSW: Pearson Education Australia.</p> <p>Journals and Periodicals</p> <p><i>Journal of Consumer Behaviour</i></p> <p><i>The Journal of Consumer Marketing</i></p> <p><i>Psychology and Marketing</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p>Content</p>	<ol style="list-style-type: none"> 1. Information processing 2. Consumer behaviour and marketing strategy 3. Situational influences and problem recognition 4. Information search and evaluation 5. Purchase and post-purchase processes 6. Perception, learning and product positioning 7. Motivation, personality and emotion: Attitude and change 8. Australasian society: Demographics and lifestyles 9. Household structure and consumption behaviour 10. Group influence and communication 11. Social class 12. Culture and cross-cultural variations 13. Contemporary issues in consumer behaviour
<p>Learning outcomes</p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> 1. Discuss the nature and scope of consumer behaviour in marketing; 2. Explain the psychological, social and cultural bases of consumer behaviour; 3. Explain consumer decision-making and the potential impact of marketing programs on consumers' choices; 4. Apply knowledge of consumer behaviour to develop and recommend effective marketing strategy; 5. Integrate Biblical Christian values and beliefs in the application of marketing communications theory and practice; and 6. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.

Assessment tasks	Task 1: Four business case studies
	Word Length/Duration: 500 words each
	Weighting: 20%
	Learning Outcomes: 1-6
	Assessed: Weeks 4, 6, 8, 10
	Task 2: Business report
	Word Length/Duration: 2000 words
	Weighting: 30%
	Learning Outcomes: 1-6
	Assessed: Week 12
	Task 3: Final examination
	Word Length/Duration: 3 hours
	Weighting: 50%
	Learning Outcomes: 1-5
	Assessed: Week 15

SAMPLE