



北京理工大学国际特色课程

Beijing Institute of Technology Global Courses

MKT9330 - CONSUMER BEHAVIOUR

Syllabus

July. 1 - July. 19, 2024

Term Duration: July. 1 - July. 19, 2024

Credit Points: 4

Level: Postgraduate

Instructor Name: TBA

Home Institution: Beijing Institute of Technology

Lecture Hour: 9:00-12:00

Course Description

The objective of this course is to provide an understanding of consumer psychology as the foundation for crafting effective tactics of consumer influence and formulating impactful marketing strategies. The course will spotlight various critical areas including consumer needs, motives, attitudes, perceptions, personality traits, the socialization process, and the diverse impacts of groups like family, social circles, culture, and business. Throughout this course, students will develop the ability to apply concepts, principles, and theories from various social sciences to systematically examine the factors influencing the acquisition, consumption, and disposal of goods, services, and experiential elements. Moreover, the course will utilize a range of sources, including recommended textbooks, scholarly papers, pertinent business magazine articles, and current news. Students are anticipated to actively engage in classroom discussions, sharing firsthand materials, experiences, and additional resources.

Course Aims:

Upon successful completion of this course, students should be able to:

1. think critically, independently, and creatively about consumer behaviour concepts and application;
2. effectively prepare a case study on consumer behavior issues within a specific context;
3. demonstrate inclusivity, open-mindedness, and respect while collaborating and communicating with individuals from diverse backgrounds;
4. conduct consumer research and utilize insights derived from this research to formulate effective marketing tactics and strategies;
5. address the ethical issues that arise as a result of adopting a consumer-influence orientation;
6. deliver an oral presentation in a professional and engaging manner.

Language of Instruction

English

Required Textbook

Consumer Behavior, 7th edition

Author: Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters

Publisher: Cengage Learning

ISBN: 9781305507272

Consumer Behaviour: Buying, Having, Being, Global Edition, 13th edition

Author: Michael R. Solomon

Publisher: Pearson

ISBN: 9781292443201

Other materials provided by the course lecturer.

Course Hours

This course requires 48 hours of contact including 42 hours of lectures and one 6-hour field trip. Lectures are from Monday to Friday.

Prerequisite Course

Students are expected to have taken **Introduction to Marketing** or to possess a thorough knowledge of the topics covered in the mentioned course.

Course Schedule

Week	Day	Chapter	Topic	Assignment/ Notes
Week 1	Day 1	Chapter 1	Understanding Consumer Behavior; Motivation, Ability, and Opportunity	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 1-2)
	Day 2	Chapter 2	Exposure, Attention, Perception, and Comprehension; Prior Knowledge, Long-Term Memory, and Retrieval	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 3-4)
	Day 3	Chapter 3	Attitudes Based on High-Effort; Attitudes Based on Low-Effort	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 5-6)
	Day 4	Chapter 4	Problem Recognition and Information Search; Post-Decision Processes	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 7, 10)
	Day 5	Chapter 5	Judgment and Decision-Making Based on High-Effort; Judgment and Decision-Making Based on Low-Effort	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 8-9)
Week 2	Day 6	Chapter 6	Consumer Well-Being; The Self: Mind, Gender, and Body	Michael R. Solomon (Chap 2, 6)
	Day 7	Chapter 7	Group Influences and Social Media; Income and Social Class	Michael R. Solomon (Chap 11-12)
	Day 8	Chapter 8	Religious Subcultures; The Family Unit and Age Subcultures; Cultural Systems; Global Consumer Culture	Michael R. Solomon (Chap 13-14)
	Day 9	Chapter 9	Psychographics: Values, Personality, and Lifestyles	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 14)
	Day 10	Industrial Visit		
Week 3	Day 11	Chapter 10	Innovations: Adoption, Resistance, and Diffusion	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 15)
	Day 12	Chapter 11	Symbolic Consumer Behavior	Wayne D. Hoyer, Deborah J. MacInnis,

			Rik Pieters (Chap 16)
Day 13	Chapter 12	Marketing, Ethics, and Social Responsibility in a Consumer Society	Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (Chap 17)
Day 14	Guided Revision		
Day 15	Final Exam		

Note: Students will be notified if the schedule of the field trip changes according to the situation.

Grading Policy

Method	Percentage
Participation	10%
Quizzes	20%
Assignment	30%
Group Project	40%
Total	100%

Participation: Students are expected to attend all course sessions punctually. Absences will impact the attendance grade. We will have some case studies and group discussion in class and the performance will be considered as partial attendance points or bonus.

Quizzes: Short-answer quizzes, lasting 50 minutes, will be administered during class to assess understanding of recent topics.

Assignment: The assignment will comprise a combination of theoretical questions and problem-solving exercises related to the topics covered in lectures.

Group Project: This project will necessitate students to collaborate in groups, requiring them to write a report (with a minimum length of 3000 words), deliver a presentation, and submit both the report and presentation slides afterward. Each group's presentation is expected to last between 20 to 30 minutes in total.

Academic Honesty

Academic honesty is not only a fundamental part of learning and teaching, but also a core value that this course embraces. Behaviors of academic dishonesty, as outlined hereinafter, are unacceptable and will be penalized:

- a) Plagiarism where students present work for assessment, publication or otherwise that is not their own, without appropriate attribution or reference to the original source. Plagiarism can include:
- i) paraphrasing or copying published and unpublished work without a reference;
 - ii) adopting the ideas or concepts of others, including the structure of an existing analysis without due acknowledgement by way of reference to the original work or source.
- b) Collusion, where students present work as independent work when it has in fact been produced in whole or in part with others unless prior permission for joint or collaborative work has been given by the Course Coordinator. Collusion can include:
- i) a student inappropriately assisting with or accepting assistance with the production of an assessment task;
 - ii) submitting work which is the same or substantially similar as another student's work for the same assessment task.
- c) Cheating, where a student acts in such a way as to seek to gain unfair advantage or assist another student to do so. Cheating can include:
- i) submitting falsified, copied or improperly obtained data relating to results of practicum, field trips or other work as if they were genuine; submitting an assessment task with the intention of deceiving or misleading the instructor about the student's contribution to the work;
 - ii) submitting an assessment task written or answered for the student by another person or which the student has copied from another person;
 - iii) submitting the same or a substantially similar piece of work for assessment in two different courses (except in accordance with approved study and assessment schemes);
 - iv) a student falsely indicating that they have been present at an activity where attendance is required;
 - v) completing an assessment task outside the conditions specified for that task.
- d) Cheating in Examinations means engaging in dishonest practice or breaching the rules regarding examinations, which can include:
- i) communicating in any way during an examination with any person who is not an examination supervisor inside or outside the examination venue;
 - ii) giving or accepting assistance from any person who is not an examination supervisor whilst in the examination venue;
 - iii) reading, copying from or otherwise using another student's work in an examination or knowingly allowing a student to do so;
 - iv) possessing, referring to or having access to any material or device containing information directly or indirectly related to the subject matter under examination, other than that explicitly approved by the Course Coordinator;
 - v) acquiring, or attempting to acquire, possess or distribute examination materials or information without approval;
 - vi) permitting another person to attend an examination on a student's behalf or attending an examination on behalf of another student;
- e) Other dishonest acts including but not limited to:
- i) altering or falsifying any document or record for the purposes of gaining academic advantage;
 - ii) offering or giving money or any item or service to a University staff member or any other person to gain academic advantage for the student or another person;
 - iii) inventing references.