MRKT19031 *Consumer Behaviour*
Term 1 - 2025

Profile information current as at 05/09/2024 01:36 pm

General Information

Overview

Consumer Behaviour is the study of individual, group, and organisational processes involved in selecting, securing, and using products and services. Understanding why, what, and how consumers purchase is fundamentally critical to marketers and policymakers. In this unit you will examine both the internal and external factors that influence buyer behaviour using consumer decision making models as a framework. Furthermore, you will develop critical understandings on elements from psychology, sociology, social anthropology, marketing and economics relating to the decision-making processes of buyers, as well as the roles emotions and cognitions play in buying behaviour.

Details

Career Level: *Undergraduate*
Unit Level: *Level 2*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

Pre-requisites or Co-requisites

Prereq of MRKT11028 or MRKT11029
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

Offerings For Term 1 - 2025

- Brisbane
- Melbourne
- Online
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

Class and Assessment Overview

> ### Information for Class and Assessment Overview has not been released yet.
> This information will be available on Monday 13 January 2025

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses
Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback

Feedback
Convenient to reach out and discuss assignment tasks.

Recommendation
The unit coordinator should set up an online drop-in session or use any online platform where students can easily access their consultation time and schedule one-on-one meetings with the UC flexibly. This ensures that the coordinator has dedicated time to focus on each student's queries individually.

Feedback from Self refelction

Feedback
Quick assistance when needed.

Recommendation
If feasible, respond to student emails promptly, especially during peak assignment periods. This helps students feel that their questions and concerns are valued and that they can get quick assistance when needed.

Feedback from Self refelection

Feedback
Providing effective feedback

Recommendation
Whenever possible, customise the feedback by using the students' names, which can foster the students' feeling of connection and individualised attention.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.
This information will be available on Monday 13 January 2025

Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.
This information will be available on Monday 13 January 2025

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.
This information will be available on Monday 17 February 2025

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.
This unit profile has not yet been finalised.