



MRKT19031 Consumer Behaviour

Term 1 - 2025

Profile information current as at 26/03/2025 03:55 am

All details in this unit profile for MRKT19031 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

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

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 20%

2. **Presentation**

Weighting: 30%

3. **Written Assessment**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

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 Unit Coordinator Reflection

Feedback

Assessment adjustments to be made to improve clarity and the student learning experience.

Recommendation

To modify assessments within this unit to improve clarity and the student learning experience.

Feedback from Unit Coordinator Reflection

Feedback

Continue with interactive workshop exercises.

Recommendation

To build in further interactive workshop exercises, as they provide authentic opportunities for learning.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Assess the contributions of social sciences in the development of consumer behaviour principles
2. Identify critical situational influences that shape purchase and consumption decisions of consumers
3. Apply models of consumer decision making to specific examples of consumer behaviour
4. Evaluate the influences of internal and external factors on thoughts, feelings, and actions of consumers
5. Outline how consumer behaviour principles can be used as conceptual frameworks for developing effective marketing strategies.

N/A

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 20%		•	•	•	
2 - Presentation - 30%	•				•
3 - Written Assessment - 50%	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving		•	•	•	•
3 - Critical Thinking	•	•	•	•	•
4 - Information Literacy	•	•	•	•	•
5 - Team Work					
6 - Information Technology Competence					
7 - Cross Cultural Competence				•	
8 - Ethical practice					
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

Textbooks and Resources

Textbooks

MRKT19031

Supplementary

Consumer behaviour: Implications for marketing strategy

Edition: 7th (2015)

Authors: Quester, P., Pettigrew, S., Kopanidis, F., Rao Hill, S. & Hawkins, D.I.

McGraw-Hill Education (Australia) Pty Ltd

ISBN: 9781743076811; 9781760421410 (eBook)

Binding: Paperback

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft office suite

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Ann Mitsis Unit Coordinator

a.mitsis@cqu.edu.au

Schedule

Week 1 - 10 Mar 2025

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Consumer Behaviour and the Role of Situations	1 and 2	

Week 2 - 17 Mar 2025

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Decision Making - Problem Recognition and Information Search	3 and 4	

Week 3 - 24 Mar 2025

Module/Topic	Chapter	Events and Submissions/Topic
Consumer Decision Making - Choosing, Purchase and Post Purchase	5 and 7	

Week 4 - 31 Mar 2025

Module/Topic	Chapter	Events and Submissions/Topic
Perception	8	First Assessment Due: Week 4 Friday (4 Apr 2025) 11:45 pm AEST

Week 5 - 07 Apr 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Learning and Memory	9	
Vacation Week - 14 Apr 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Week 6 - 21 Apr 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Motivation, Personality and Emotion	10	Second Assessment Due: Week 6 Friday (25 Apr 2025) 11:45 pm AEST
Week 7 - 28 Apr 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Attitude and Attitude Change	11	
Week 8 - 05 May 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Society, Demographics and Lifestyle	12	
Week 9 - 12 May 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Household Structure	13	
Week 10 - 19 May 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Group Influence and Communication	14	
Week 11 - 26 May 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Culture and Cross-Cultural Variations	16	Third Assessment Due: Week 11 Friday (30 May 2025) 11:45 pm AEST
Week 12 - 02 Jun 2025		
Module/Topic	Chapter	Events and Submissions/Topic
Social Stratification	15	

Assessment Tasks

1 First Assessment

Assessment Type

Written Assessment

Task Description

This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS). Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. You must not use AI at any point during the assessment. you must demonstrate your core skills and knowledge.

This assessment is to be completed entirely without the use of AI and thus demonstrate your core skills and knowledge. Specifically, students will need to prepare a consumption journal comprising of a total of four (4) entries. Two entries are to be made over the course of week 3 (Monday March 24th, 2025, to Friday March 28th, 2025) and a further two entries are to be made over the course of week 4 (Monday March 31st, 2025, to Friday April 4th, 2025).

Each entry should be approximately 250 words. The total word length should not exceed 1000 words.

Students are to use the following two Consumer Decision Making theories as guiding principles, which are discussed during weeks 2 and 3:

1. Problem Recognition and Information Search; and
2. Choosing, Purchase and Post Purchase

Within the journal entries, students need to reflect on their own experience as a consumer of a particular brand by

describing the decision-making process and key internal and external factors that have affected their choices.

Instructions:

- This is an individual assessment (no groups).
- Submit your word document (no PDF) through the Assessment tile on the unit Moodle site.
- Use 12 point font with 1.5 line spacing.

Your consumption journal word document should contain the following:

- Two entries are to be made over the course of week 3 (Monday March 24th, 2025, to Friday March 28th, 2025).
- A further two entries are to be made over the course of week 4 (Monday March 31st, 2025, to Friday April 4th, 2025).

Skills:

- A consumption journal reflecting on your own experiences as a consumer and using the Problem Recognition and Information Search, Choosing, Purchase, and Post-Purchase theories as a framework is a challenging task that provides you with an opportunity to undertake a significant piece of work.

Assessment Due Date

Week 4 Friday (4 Apr 2025) 11:45 pm AEST

Return Date to Students

Week 6 Friday (25 Apr 2025)

Weighting

20%

Assessment Criteria

1. Problem Recognition and Information Search - 10 marks
 2. Choosing, Purchase and Post Purchase - 10 marks
- Total 20 marks

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Identify critical situational influences that shape purchase and consumption decisions of consumers
- Apply models of consumer decision making to specific examples of consumer behaviour
- Evaluate the influences of internal and external factors on thoughts, feelings, and actions of consumers

2 Second Assessment

Assessment Type

Presentation

Task Description

This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS). Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. You must not use AI at any point during the assessment. you must demonstrate your core skills and knowledge.

This assessment is to be completed entirely without the use of AI and thus demonstrate your core skills and knowledge. Specifically, the second assessment requires you to prepare a comprehensive face to face live presentation comprising of a company analysis for one of the following three start-up businesses:

1. Click A Tree - the new Uwe Rosenberg Game

https://www.kickstarter.com/projects/skellig-games/click-a-tree?ref=discovery_category&total_hits=93393&category_id=34

2. Mega Ran's Next Kids Album 2025

https://www.kickstarter.com/projects/megaran/mega-rans-new-kids-album-for-2025-buddys-back?ref=discovery_category&total_hits=67967&category_id=319

3. The Greek Vegan Table

https://www.kickstarter.com/projects/g-elena/the-greek-vegan-table?ref=discovery_category&total_hits=34365&category_id=306

Your presentation must also include a self-reflection on your journey using the provided template. Your presentation must not exceed 5 minutes with a maximum of 5 slides excluding the title slide and the reference list slide.

Please note that your presentation must be presented live within the workshop that you are enrolled in during week 7 regardless of whether you are a face to face or distance student. A pre-recorded presentation will not be accepted and result in zero (0) marks being awarded. It is expected that all students submit their PowerPoint Slides with no voice recording in week 6 through Moodle. Workshop Leaders will stop your presentation at 5 minutes regardless to whether or not you have completed your presentation, so it is very important to rehearse and manage the time limit. Workshop Leaders will ask students two questions about their presentation as the conclusion of their presentation. **NB: The Second Assessment task is related to the Third Assessment task.**

Instructions:

- This is an individual assessment (no groups).
- Submit your PowerPoint presentation slides (no voice recording) through the Assessment tile on the unit Moodle Site.
- Be prepared to answer two questions from your Workshop Leader as the conclusion of your presentation.

Your presentation document should contain the following:

- A single PowerPoint document with no voice recording to be submitted in week 6 through Moodle.
- PowerPoint slides must not exceed 5 slides (excluding the title slide and reference list slide).
- Discuss the company analysis conducted.
- Discuss the customer analysis conducted.
- Use at least 5 quality references to support analyses conducted.
- Present a self-reflection on your journey using the set template.
- Presentation is to be presented live during your week 7 workshop regardless to mode of study and not exceed 5 minutes in duration.
- Distance students will present their presentation during their week 7 zoom workshop.

Skills:

- A comprehensive presentation of two analyses and a self-reflection is a challenging task that provides you with an opportunity to undertake a significant piece of work with practical application.

Assessment Due Date

Week 6 Friday (25 Apr 2025) 11:45 pm AEST

Live Presentations to take place in week 7 workshops regardless of mode of study.

Return Date to Students

Week 8 Friday (9 May 2025)

Weighting

30%

Assessment Criteria

PowerPoint design and referencing - 2 marks

Live Presentation skills - 6 marks

Company analysis - 8 marks

Customer analysis - 8 marks

Self-reflection - 4 marks

Answer to workshop leader questions - 2 marks

Total 30 marks

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

PowerPoint file to be submitted online with live presentations taking place during week 7 workshops regardless of study mode.

Learning Outcomes Assessed

- Assess the contributions of social sciences in the development of consumer behaviour principles
- Outline how consumer behaviour principles can be used as conceptual frameworks for developing effective marketing strategies.

3 Third Assessment

Assessment Type

Written Assessment

Task Description

This assessment requires students to adhere to the guidelines on the use of artificial intelligence tools as specified in the Artificial Intelligence Assessment Scale (AIAS). Any misuse or lack of disclosure regarding the use of AI tools will be considered a breach of academic integrity. You must not use AI at any point during the assessment. you must demonstrate your core skills and knowledge.

This assessment is to be completed entirely without the use of AI and thus demonstrate your core skills and knowledge. Specifically, the third assessment task requires you to write a business report for the start-up business selected in Assessment 2. This report should not exceed 2000 words excluding references and appendices.

Your report should include and address the following:

1. Title Page

- The title page will include the title of the report, your name, student number, campus, workshop leader's name and word count.

2. Executive Summary

- The executive summary should provide a comprehensive overview of the whole report including the key findings.

3. Table of Contents

- The table of contents will present each section of the report, including subheadings, with their appropriate page numbers.

4. Introduction

- The introduction should present a brief outline of the organisation and the purpose, aim, and scope of the report.

5. Four Marketing Objectives

- Students need to develop four marketing objectives. The marketing objectives need to be SMART and well justified.

6. Company Analysis

- Students need to provide a full write up of the company analysis presented in Assessment 2.

7. Customer Analysis

- Students need to provide a full write up of the customer analysis presented in Assessment 2.

8. Three Marketing Strategies

- Students need to present three marketing strategies for the selected start-up business.

9. Conclusion

- Students will need to provide some concluding remarks, closing with the key call to action.

10. Citations and Reference List

- Student must use the APA referencing style. The report should include at least ten (10) quality sources of information such as academic journal articles, academic textbooks, trade journals, newspaper articles and industry/business websites.

11. Appendices

- Appendix 1 should present a self-reflection of the journey undertaken to complete this assessment using the set template.
- Appendix 2: should present any other relevant supporting information for the report.

Instructions:

- This is an individual assessment (no groups).
- A single word document (no PDF) is to be submitted online through the Assessment tile on the unit Moodle site.
- Use 12 point font with 1.5 line spacing.

Skills:

- Understanding the complexities of consumer behaviour is essential for businesses to appropriately position themselves in the marketplace.
- This is a challenging assignment and will provide you with the opportunity to undertake a significant piece of work with a practical application.

Assessment Due Date

Week 11 Friday (30 May 2025) 11:45 pm AEST

Return Date to Students

Marked assessments will be returned following certification of grades (Friday, 11 July 2025).

Weighting

50%

Assessment Criteria

Development of four justified marketing objectives - 4 marks

Company analysis full write up - 6 marks

Customer analysis full write up - 6 marks

Development of three marketing strategies (3 x 6 marks) - 18 marks

Citations and reference list - 5 marks

Spelling, grammar and written report - 5 marks

Self-reflection - 6 marks

Total 50 marks

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Assess the contributions of social sciences in the development of consumer behaviour principles
- Identify critical situational influences that shape purchase and consumption decisions of consumers
- Apply models of consumer decision making to specific examples of consumer behaviour
- Evaluate the influences of internal and external factors on thoughts, feelings, and actions of consumers
- Outline how consumer behaviour principles can be used as conceptual frameworks for developing effective marketing strategies.

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem