

In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



MRKT20055 *Science of Consumer Behaviour*

Term 1 - 2026

Profile information current as at 23/01/2025 06:33 am

All details in this unit profile for MRKT20055 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

Consumption is a universal phenomenon of human society, and understanding consumer behaviour is fundamentally critical to marketers and policymakers. This unit explores the science of consumer behaviour, an interdisciplinary field that integrates knowledge and discovery from marketing, psychology, anthropology, sociology, demography, and economics. In this unit you will examine models and frameworks of consumer decision making, as well as the impacts of internal and external factors on thoughts, feelings, and actions of consumers. Furthermore, you will learn to implement consumer behaviour principles to facilitate the development of successful marketing campaigns.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: MRKT20052.

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 - 2026

- 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 12 January 2026

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

Students would desire to engage in activities where they can be guided to apply and analyse the concepts and theories.

Recommendation

The teaching staff in the future offerings of this unit will continue to provide students with the opportunities to participate in interesting and practical activities that would benefit their learning and understanding of consumer behaviour relevant concepts and theories.

Feedback from Staff self-reflection.

Feedback

Consumer behaviour in the digital contexts has emerged as a valuable area that would benefit students' growth and development, and enhance their future employability.

Recommendation

The teaching staff in the future offerings of this unit will embed to the learning and teaching materials for this unit useful examples, cases, or other resources related to consumer behaviour in the digital contexts.

Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 12 January 2026

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 12 January 2026

Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 16 February 2026

Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.