



MKTG3501 – Consumer Behavior
Semester 2, 2022-23

GENERAL INFORMATION	
<p><u>Instructor:</u> Dr. Tianyi LI</p> <p>Email: tianyili@hku.hk Office: TBA Phone: TBA Consultation: By appointment</p> <p><u>Teaching Assistant:</u> Ms. Yana LO Office: KKL 605 Phone: 3917-4468 Email: yanalo@hku.hk</p>	
COURSE DESCRIPTION	
<p>This course aims to help students gain an overall understanding of the process of consumer decision making and the factors influencing consumer decision and behavior. This course emphasizes on theoretical understanding of consumer psychology and applications to the development of marketing strategy. Specific consumer trends and new tools for consumer insights will also be integrated into class discussion. Students will be provided opportunities to apply the learned concepts and tools to marketing situations through class discussions, case studies, and a group project.</p> <p>Pre-requisite: MKTG2501 Introduction to Marketing</p>	
COURSE OBJECTIVES	
<ol style="list-style-type: none">1. To understand the process of consumer decision making and the factors influencing consumer decision and behavior.2. To discuss the implications of the learned consumer behavior theories for specific marketing situations.3. To apply the learned knowledge and tools in developing a consumer research plan.	
FACULTY LEARNING GOALS (FLGs)	
<p>FLG1: Acquisition and internalization of knowledge of the programme discipline FLG2: Application and integration of knowledge FLG3: Inculcating professionalism FLG4: Developing global outlook FLG5: Mastering communication skills FLG6: Cultivating leadership</p>	
COURSE LEARNING OUTCOMES (CLOs)	
Course Learning Outcomes	Aligned Faculty Learning Goals (FLGs)
CLO1: Understand the consumer decision process and the factors influencing consumer behavior.	FLG1
CLO2: Explain how important factors influence consumer decision and behavior in specific marketing situations.	FLG1, 2, 3, & 4
CLO3: Utilize learned knowledge and skills to build customer insights and recommend customer-oriented marketing strategies for specific marketing situations.	FLG2, 3, & 4

CLO4: Demonstrate effective written and verbal communication skills and teamwork skills through class discussions, presentations, and report writing.	FLG2, 3, 4, 5, 6
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COURSE TEACHING AND LEARNING ACTIVITIES

Course Teaching and Learning Activities	Expected Study Hours	Study Load (% of study)
TLA1: Class Contribution	38	31.5%
TLA2: Study Report	20	17%
TLA3: Group Project	24	20%
TLA4: Self Study	38	31.5%
Total	120	100%

Assessment Methods	Brief Description	Weight	Aligned Course Learning Outcomes
A1: Class Contribution	In-class participation, case studies, and quizzes (individual)	15%	CLO1-CLO4
A2: Study Report	Research study reports (individual)	15%	CLO1-CLO4
A3: Group Project	Presentation and report (group)	25%	CLO1-CLO4
A4: Final Exam	Multiple-choice and short-answer questions (individual)	45%	CLO1-CLO3
Total		100%	

Peer Evaluation for Group Work:

It is the responsibility of every individual student to find a group, participate, and contribute to group work.

In normal cases, individual group members receive the same total score as their group's score. However, in some cases, individual group members' scores will be adjusted depending on their efforts, performance, and contributions to the group work. Free-riding and non-cooperative behaviors will not be tolerated.

At the end of the semester, students are required to evaluate themselves and other group members independently and submit the *Self and Peer Evaluation Form*. The group's overall peer evaluation results will be used as one of the references for determining an individual student's total score for group work.

STANDARDS FOR ASSESSMENT

Course Grade Descriptors

A+, A, A-	Consistently demonstrate a thorough grasp of the subject as evidenced by achieving outstanding performance in understanding of concepts and theories, critical analysis and synthesis, application of knowledge, formulation of marketing solutions, written and verbal communication, and teamwork skills.
B+, B, B-	Frequently demonstrate a substantial grasp of the subject as evidenced by achieving a proficient performance in understanding of concepts and theories, critical analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication, and teamwork skills.
C+, C, C-	Occasionally demonstrate a general grasp of the subject as evidenced by achieving a moderate performance in understanding of concepts and theories, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication, and teamwork skills.
D+, D	Demonstrate a partial grasp of the subject as evidenced by achieving an adequate performance in understanding of concepts and theories, analysis and evaluation, application

	of knowledge, formulation of marketing solutions, written and verbal communication, and teamwork skills.
F	Demonstrate a poor grasp of the subject as evidenced by achieving a poor performance in understanding of concepts and theories, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication, and teamwork skills.

Assessment Rubrics for Each Assessment

A1: Class Contribution	
A+, A, A-	Consistently and actively contribute to class discussions by providing clear and accurate oral/written responses with sufficient elaboration and raising thoughtful questions.
B+, B, B-	Actively contribute to class discussions by providing clear and accurate oral/written responses with some elaboration and raising questions.
C+, C, C-	Moderately contribute to class discussions by providing some oral/written responses.
D+, D	Occasionally contribute to class discussions by providing little oral/written responses.
F	Do not contribute to class discussions or do not provide any oral/written responses.
A2: Study Report	
A+, A, A-	Provide accurate and well-articulated reports while demonstrating a clear and profound understanding of the materials without any noticeable mistakes.
B+, B, B-	Provide accurate reports while demonstrating a somewhat clear understanding of the materials with a few minor mistakes.
C+, C, C-	Provide reports while demonstrating a superficial understanding of the materials with a few noticeable mistakes.
D+, D	Provide reports without an understanding of the materials and with noticeable mistakes.
F	No report is provided.
A3: Group Project	
A+, A, A-	<ul style="list-style-type: none"> ▪ Provide a thorough, insightful, coherent, and well-written report supported by relevant facts/data and concluded with elaborative recommendations (Report). ▪ Give a well-organized and well-articulated presentation, demonstrating clear coherence and smooth progression of ideas, exhibiting effective use of presentation tools and appropriate length, pace, and tone (Presentation).
B+, B, B-	<ul style="list-style-type: none"> ▪ Provide a generally thorough, insightful, coherent, and well-written report supported by relevant facts/data and concluded with generally elaborative recommendations (Report). ▪ Give a generally well-organized and well-articulated presentation, demonstrating some coherence and progression of ideas, exhibiting generally effective use of presentation tools and appropriate length, pace, and tone (Presentation).
C+, C, C-	<ul style="list-style-type: none"> ▪ Provide a moderately coherent and well-written report supported by limited relevant facts/data and concluded with some recommendations (Report). ▪ Give a moderately well-organized and well-articulated presentation, demonstrating limited coherence and progression of ideas, lacking effective use of presentation tools and/or appropriate length, pace, and tone (Presentation).
D+, D	<ul style="list-style-type: none"> ▪ Provide a written report without any support of relevant facts/data and concluded with some recommendations (Report). ▪ Give an adequately organized presentation, demonstrating lapses in coherence and limited progression of ideas, lacking effective use of presentation tools and/or appropriate length, pace, and tone (Presentation).
F	<ul style="list-style-type: none"> ▪ No group project report and/or final presentation is given.
A4: Final Exam	
A+, A, A-	89%-100% of the responses are correct.
B+, B, B-	79%-88% of the responses are correct.
C+, C, C-	69%-78% of the responses are correct.
D+, D	60%-68% of the responses are correct.
F	Less than 60% of the responses are correct.

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Week	Topics
1	Course Overview Introduction to Consumer Behavior
2	Perception
3 - 4	Learning and Memory
5	Motivation and Affect
6	The Self, Personality, Lifestyles, and Values
7	<i>Reading Week (no class)</i>
8 - 9	Attitudes and Persuasive Communications
10 - 11	Decision Making
12	Group Project Presentations
13	Feedback on the Group Project and Review for the Final Exam
14	Final Exam

RECOMMENDED READINGS

Solomon, M. R. (2019). *Consumer Behavior: Buying, Having, Being* (13th ed.). Pearson.
The above textbook is not required.

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- conducting a mid-term survey in addition to SETL around the end of the semester
- Online response via Moodle site
- Others: _____ (please specify)

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)**HKU Regulations on Academic Dishonesty:**

- We are serious about students' ethical conduct. The University Regulations on academic dishonesty will be strictly enforced.
- We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class activities (both individual and group work), and unauthorized advance access to quizzes/tests/exams.
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.
- Students should avoid plagiarism and have proper citations for their work. Student work with plagiarism will be seriously handled according to the University and Faculty policies.

Late Assignment Penalty:

- All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

<u>No. of days later than the due date:</u>	<u>Deduction of the total point</u>
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

ADDITIONAL COURSE INFORMATION

The course content (e.g., teaching schedule) is tentative and subject to changes made by the instructor. Students will be informed of the changes (if any) in class.