



### 1. General Information

Course Subject	MKTG
Course Number	3501
Course Title	Consumer Behavior
Academic Years	2024-2025
Grading Method	Letter

### 2. Instructors

Professor LI, Tianyi  
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Subclasses: 2A,2B,2C

### 3. Teaching Assistants

Ms Yana Lo  
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### 4. Course Description

Course Description	This course aims to help students gain an overall understanding of the process of consumer decision-making and the factors influencing consumer decisions and behaviors. 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 discussions. Students will be provided opportunities to apply the learned concepts and tools to marketing situations through class discussions, case studies, and a group project.
Prerequisites	MKTG2501: Introduction to Marketing

### 5. Course Objectives

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.

### 6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline

Goal 2: Application and integration of knowledge

6. Faculty Learning Goals
Goal 3: Inculcating professionalism
Goal 4: Developing global outlook
Goal 5: Mastering communication skills
Goal 6: Cultivating leadership

7. Course Learning Outcomes						
Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Understand the consumer decision process and the factors influencing consumer behavior.	✓					
CLO2. Understand the consumer decision process and the factors influencing consumer behavior.	✓	✓	✓	✓		
CLO3. Utilize learned knowledge and skills to build customer insights and recommend customer-oriented marketing strategies for specific marketing situations.		✓	✓	✓	✓	
CLO4. Demonstrate effective written and verbal communication skills and teamwork skills through class discussions, presentations, and report writing.		✓	✓	✓	✓	✓

8. Course Teaching and Learning Activities		
Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Lectures	40	33.3
T&L2. Group meeting and presentation	18	15
T&L3. Group Project	22	18.3
T&L4. Self Study	40	33.4
	Total: 120	Total: 100

9. Assessment Methods			
Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. In-class Activities/ Discussion	In-class participation, case studies, and pop quizzes	15%	1,2,4
A2. Project (Group)— Presentation	Group presentation of research	10%	1,2,3,4
A3. Project (Group)— Report	Group report	10%	1,2,3,4
A4. Mid-Term	Mid-term test	25%	1,2,3

## 9. Assessment Methods

Test/ Assessment			
A5. Final Exam	Multiple-choice and short-answer questions.	40%	1,2,3

## Assessment Rubrics

A1. In-class Activities/ Discussion	
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. Project (Group)— Presentation	
A+,A,A-	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.
B+,B,B-	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.
C+,C,C-	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.
D+,D	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.
F	No presentation is given.
A3. Project (Group)— Report	
A+,A,A-	Provide a thorough, insightful, coherent, and well-written report supported by relevant facts/data and concluded with elaborative recommendations.
B+,B,B-	Provide a generally thorough, insightful, coherent, and well-written report supported by relevant facts/data and concluded with generally elaborative recommendations.
C+,C,C-	Provide a moderately coherent and well-written report supported by limited relevant facts/data and concluded with some recommendations.
D+,D	Provide a written report without any support of relevant facts/data and concluded with some recommendations.
F	No report is submitted.
A4. Mid-Term Test/	

## Assessment Rubrics

Assessment	
A+,A,A-	90%-100% of the responses are correct.
B+,B,B-	80%-89% of the responses are correct.
C+,C,C-	70%-79% of the responses are correct.
D+,D	60%-69% of the responses are correct.
F	Less than 60% of the responses are correct.
A5. Final Exam	
A+,A,A-	90%-100% of the responses are correct.
B+,B,B-	80%-89% of the responses are correct.
C+,C,C-	70%-79% of the responses are correct.
D+,D	60%-69% of the responses are correct.
F	Less than 60% of the responses are correct.

## 10. 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.

## 11. Course Content and Tentative Teaching Schedule

Topic/ Session	Content
1	Course Overview Introduction to Consumer Behavior
2	Perception
3	Learning and Memory

## 11. Course Content and Tentative Teaching Schedule

4	Motivation and Affect
6	Self and Personality
7	Midterm test
9	Attitudes and Persuasion
10	Decision Making
11	Buying, Using, and Disposing
12	Group Influences, Social Class, and Culture
13	Course Review
14	Final Project Consultation
15	Final Test

## 13. Means / Processes for Student feedback on Course

	Conducting mid-term survey in addition to SETL around the end of the semester
	Online response via Moodle site
	Others

## 14. Course Policy

### **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:

No. of days later than the due date: Deduction of the total point

1 day deduct 25%

2 days deduct 50%

3 days deduct 100%

## 15. 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