



FACULTY OF BUSINESS
BACHELOR OF BA IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2023-2024	Semester	2
Module Code	MRKT2120-321		
Learning Module	Consumer Behaviour		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
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MODULE DESCRIPTION

This learning module reviews contributions from marketing and the behavioral sciences to analyze and predict purchasing behavior. It draws specific attention to the factors affecting consumer behavior, the stages in the purchase decision process, and models of consumer behaviour.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Explain the foundation concepts of consumer behavior used in developing marketing strategies;
M2.	Determine how internal factors of consumer behavior affect what we do, want, and buy;
M3.	Explain the consumer decision making process in buying, using, and disposing products;
M4.	Assess how persuasion and group influences affect communications in consumer behavior;
M5.	Evaluate the social and cultural settings in shaping consumers' identities;
M6.	Integrate the theories and models to assess the behavior of the target customers for existing products.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs (Marketing Programme)	M1	M2	M3	M4	M5	M6
P1. Students are able to apply the marketing principles, concepts, theories in analysing the changing business environment.	✓	✓	✓	✓	✓	
P2. Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	✓	✓	✓	✓	✓	✓
P3. Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓	✓	✓	✓	✓	✓
P4. Students are able to develop collaborative groups and synergy teams in achieving objectives and shared goals.						✓
P5. Students are able to identify professional ethics from broad business conditions and practices.						
P6. Students are able to communicate and present ideas effectively.						✓
P7. Students are able to apply self-understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	✓	✓	✓	✓	✓	✓
P8. Students are competent to associate in a diversified social and global community.						

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Chapter 1: Introduction	3.0 hrs
2	Chapter 2: Consumer and Social Well-Being	2.0 hrs
2-3	Chapter 13: Subcultures	2.0 hrs
3	Chapter 14: Culture	2.0 hrs
4	Chapter 3: Perception	3.0 hrs
5-6	Chapter 4: Learning and Memory	4.0 hrs
6	Chapter 5: Motivation and Affect	2.0 hrs
7	Review and Midterm	3.0 hrs
8	Chapter 6: The Self: Mind, Gender, and Body	3.0 hrs
9	Chapter 7: Personality, Lifestyles, and Values	3.0 hrs



10-11	Chapter 8: Attitudes and Persuasion	4.0 hrs
11	Chapter 9: Decision Making	2.0 hrs
12	Chapter 10: Buying, Using, and Disposing	3.0 hrs
13	Chapter 11: Groups and Social Media	3.0 hrs
14	Chapter 12: Income and Social Class	2.0 hrs
14	Review	<i>1.0 hr</i>
15	Final Assessment	<i>3.0 hrs</i>

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6
T1. Interactive lectures	✓	✓	✓	✓	✓	✓
T2. In-class discussion	✓	✓	✓	✓	✓	✓
T3. Assignments/Quizzes/Midterm	✓	✓	✓	✓	✓	✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.



ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Coursework (In-class discussions, Assignments and Quizzes)	30%	1,2,3,4,5,6
A2. Midterm (Chapters 1, 2, 3, 4, 5, 13, 14)	30%	1,2,5,6
A3. Final Assessment (Chapters 6, 7, 8, 9, 10, 11, 12)	40%	1,3,4,5,6
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

Grading system:

Letter Grade	Mark Ranges	Grade Point	Grade Definition	Descriptions
A, A-	93-100 88-92	4.0 3.7	Excellent	Strong evidence of original thinking; good organisation, capacity to analyse and systemise; superior grasps of subject matter; strong evidence of extensive knowledge base.
B+	83-87	3.3	Very Good	Evidence of grasps of subject; strong evidence of critical capacity and analytical ability; good understanding of issues; evidence of familiarity with literature.
B B-	78-82 73-77	3.0 2.7	Good	Evidence of grasp of subject; some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	68-72 63-67 58-62	2.3 2.0 1.7	Satisfactory	Profiting from the study experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D+ D-	53-57 50-52	1.3 1.0	Pass	Sufficient familiarity with the subject matter to enable the student to progress without repeating the learning module.
F	0-49	0	Fail	Little evidence of familiarity with the subject matter; weak in critical and analytical skills; limited, or irrelevant use of literature.



REQUIRED READINGS

Textbook

Solomon 2020, “Consumer Behavior”, 13th global edition, Pearson.

REFERENCES

Reference book(s)

Hoyer & MacInnis, “Consumer Behavior”, latest edition, Cengage.

Kardes, Cline & Cronley, “Consumer Behavior: Science and Practice”, latest edition, Cengage.

Peter and Olson, “Consumer Behavior”, latest edition, McGraw Hill.

Schiffman & Kanuk, “Consumer Behavior”, latest edition, Pearson.

Journal(s)

Academic journals and periodicals such as Journal of Marketing, Journal of Consumer Marketing, Journal of Consumer Research, Asia-Pacific Journal of Marketing and Logistics, Harvard Business Review, Wall Street Journal, Businessweek, Time and Fortune.

Website(s)

<https://www.pearson.com/uk/educators/higher-education-educators/program/Solomon-Consumer-Behavior-Buying-Having-and-Being-Global-Edition-13th-Edition/PGM2734001.html>

American Marketing Association Website: www.marketingpower.com

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.