

# Enquire Teaching Timetable

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## Course Outcome

### MKTG 3020 - Consumer Behaviour

#### Learning Outcome

1. Appreciate their own behaviors by learning about the relevance of consumer psychology principles in the consumer decision-making process.
2. Have a basic understanding of the major consumer behavior theories and their implications for marketing practices.
3. Develop a critical mindset in analyzing how influences from environment and the consumers themselves contribute to the strategic choice of marketing program.

#### Course Syllabus

1. What is consumer behavior?
2. The \*Process\* – Consumer decision making process
3. The \*Symbolic meanings\* – Personality, self image, and consumer behaviors
4. The \*Symbolic meanings\* – Cultural influences on consumer behaviors
5. The \*Black Box\* – Consumer attention & perceptions
6. The \*Black Box\* – Consumer learning and memory
7. The \*Black Box\* – Consumer attitudes

#### Assessment Type

	Assessment Type	Current Percent
1	Attendance	10
2	Classwork	10
3	Homework or assignment	20
4	Others	5
5	Participation	10
6	Test or quiz	45

#### Feedback for Evaluation

1. Course Teaching Evaluation (CTE) will be done at the end of the course.
2. Collect information and feedback from students.
3. Assess the achievement of learning goals by reviewing external examiner reports.

#### Required Readings

1. Solomon, Michael R. Consumer behavior: Buying, having, and being (9th Ed.), NY: Prentice Hall.
2. R#1 Kahneman, D. & Tversky, A. (1984). Choices, values, and frames. American Psychologist, 39(4), 341-350.

#### Recommended Readings