 7210MKT (Course Profile)



Advanced Consumer Behaviour

Course overview

Classes


Assessment

Learning outcomes

 I am studying in: **Trimester 1 2025** at: **Gold Coast Campus** mode: **Mixed Mode** 

Course overview

Course code 

 **7210MKT**

This core course provides you with the theoretical and conceptual foundations of consumer behaviour required to become an effective marketing practitioner. Marketing practitioners need to know and understand how organisations can apply consumer behaviour concepts when making marketing decisions. Therefore, you will review the major perspectives of how consumers make decisions and the factors that influence their decision-making processes in acquiring, using and disposing of products, services, experiences and ideas. In doing so, you will be able to apply your knowledge and skills to marketing related activities and to develop and implement more effective marketing strategies.

! Incompatibilities:

Must not have completed 7602MKT
Advanced Consumer Behaviour OR must
not have completed 7602GBS OR must
not have completed 7210MKT

Usually available

- Gold Coast Trimester 1
- Gold Coast Trimester 2
- Nathan Trimester 1
- Nathan Trimester 2
- Online Trimester 1
- Online Trimester 2

Study level

Postgraduate

Credit Points (awarded)

10

School

Department of
Marketing

**Previous
Course
Profiles** 

Student contribution band

[Arrangements
apply](#) 

New students (Non- grandfathered students)

Band 4

Grandfathered

Key Dates



3 March 2025

Start Date



16 March 2025

Last date to add course



31 March 2025

Last date to drop course without financial penalty (Census date)



4 May 2025

Last date to drop course without academic failure

students

Band 3A

Quick links

[Enrolment](#)

[myGriffith](#)

[Course Reading List](#)

[Learning@Griffith](#)

Need assistance?

Ask us

Find answers to thousands of frequently asked questions, or if you need further advice or support, ask us a question

[Ask us](#)

Student connect

If you cannot find your answer in Ask us, you can contact us directly.

[Student Connect](#)



Important information

The published online version of the Course Profile is the authoritative version and by the publication of the Course Profile online, the University deems the student has been notified or and read the course requirements. Assessment is subject to change up until the Start Date of the course. Please recheck the website for updates.

Search for a program or course

Filters



Study areas

Architecture, construction and planning
Business and government
Criminology and law
Education
Engineering, IT and aviation
Humanities, languages and social science
Medicine, dentistry and health
Music and performing arts
Science and environment
Visual and creative arts

Campuses

Digital campus
Gold Coast campus
Logan campus
Mount Gravatt campus
Nathan campus
South Bank campus

Getting to Griffith

Cycling
Intercampus bus
Maps
Parking

On campus Support

Accommodation
Aquatic and Fitness Centre
Clubs
Griffith College
Health Clinics
Library
Medical
Shops
Sport
What's on

Childcare
Paying your fees
Griffith Pay
Griffith Honours College
GUMURRII Student Success Unit
IT Service Centre
International
Printing services
Room bookings
Safe campuses
Student support
Assessment, exams and grades

Academic groups

Arts, Education and Law
Griffith Business School
Griffith Health
Griffith Sciences

Contact us

Emergency information
Media
Security
Addresses
Phone
Complaints and grievances

Need Help?



Privacy Plan | Copyright Matters | CRISCOS - 0023E | TEQSA - PRV12076

Gold Coast | Logan | Brisbane - Queensland, Australia

First Peoples of Australia



