Tasmanian School of Business & Economics (TSBE) (School)
College of Business and Economics (College)

BMA604
CONSUMER DECISION-MAKING

12.50 Credit points

Semester 1, 2019

Unit Outline

Lin Yang
# CONTACT DETAILS

## Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Lin Yang</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Hobart</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:L.Yang@utas.edu.au">L.Yang@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>(03) 6226 2743</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>Room 322, Centenary Building</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>Tuesday 13.00 pm - 14.00 pm</td>
</tr>
</tbody>
</table>
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WHAT IS THE UNIT ABOUT?

Unit description

For marketers, understanding how buyers and consumers behave is an integral part of correctly identifying their needs, and developing effective marketing strategies. Buyers often go through decision-making processes before making a purchase or making a decision to continue to buy and to consume a product or service. Thus, consumer decision-making, and the popular use of the term consumer behaviour, refers to the decision-making processes and behaviours of consumers. Understanding consumer behaviour enables marketing managers to critically analyse their potential or current target markets and design strategies tailored to meet their needs.

The focus of this unit is on developing your knowledge of consumer decision-making processes and the factors that influence consumers decisions, purchases and consumption of products and services. The unit will help you to identify, synthesise and critically evaluate how consumers perceive marketing stimuli and make decisions to purchase. The unit will develop your theoretical and applied knowledge of consumer behaviour theories and concepts in order to analyse, explain and predict consumers behaviour. The unit will help you to identify what stimuli marketers can use to influence consumers decision-making, purchase and consumption.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. explain theories and concepts of consumer decision-making and behaviour.
2. critically evaluate marketing actions and strategies in relation to consumer decision-making.
3. discuss and analyse the role of consumer behaviour and consumer research in marketing.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

Preparation is strictly required prior to attending the workshop. This will allow sufficient time for students to fully participate the discussion.

Prior knowledge &/or skills

It is strongly recommended that you complete BMA506 Foundations of Marketing before undertaking this unit, to ensure you have the necessary level of knowledge to successfully complete assessments.
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Workshop - Presentation</td>
<td>On-going</td>
<td>20%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2. Assignment – CB-Brand Analysis</td>
<td>Week 10</td>
<td>45%</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3. Examination</td>
<td>Exam Period</td>
<td>35%</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

**Assessment Task 1: Workshop**

**Task Description**

Workshop activity - presentation. This is student presentation and discussion. In Week 1 & 2, students will form teams of three or four and prepare for presentations to be delivered in workshops. Workshop topics will be allocated to students within the class. The presentation topics and schedule will be made available on MyLO by the end of Week 2.

Students are expected to research topic-related theories and practices, utilise various resources, and identify the insights or provide solutions. It is important for students to be able to stimulate discussion. This workshop approach represents an opportunity for audiences to provide input and asking pertinent questions on the topics. A summary report will accompany the presentation and be submitted. Each member of the team needs to participate in the delivery of the presentation.

**Note:** Assessment requirements and marking criteria will be placed on MyLO and discussed in the first workshop. Distance students are expected to undertake the same exercises and practices as face-to-face students. Distance students will submit recorded presentations, summary reports, and participate in online forum sessions for discussion (Q&A) on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain consumer behaviour theory and concepts.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Describe consumer and/or buyer decision-making processes.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Explain the effect of marketing theory and practice on consumer decision-making.</td>
<td>LO1</td>
</tr>
<tr>
<td>Task</td>
<td>Description</td>
<td>LO</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>----</td>
</tr>
<tr>
<td>4</td>
<td>Critically analyse consumer behaviour and decision-making; and apply this to marketing decisions to gain a competitive advantage in the marketplace.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Apply the theory to the ‘real-world’ of consumer behaviour.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Discuss the impact of marketing practices on consumers, groups and society.</td>
<td>LO3</td>
</tr>
<tr>
<td>7</td>
<td>Research, analyse, and synthesise information relevant to consumer decision-making and behaviour relevant to firms.</td>
<td>LO3</td>
</tr>
<tr>
<td>8</td>
<td>Compare and evaluate consumer decision-making and behaviour issues in various contexts.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**

20 minutes (10 minutes for presentation and 10 minutes for presenters facilitated discussion)

**Due by date**

Varies. Ongoing from Week 4 to Week 12.

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**Assessment Task 2: Assignment**

**Task Description**

Consumer Behaviour (CB) - Brand Analysis  
The CB - brand analysis assignment is designed to allow students to develop through research a practically orientated project. It is an individual project. The ‘CB - brand analysis’ offers the opportunity for students to tap into different aspects of the concepts and theories covered in the unit on an applied basis to develop a deeper understanding of key areas of consumer behaviour and decision-making and develop a report. The focus of the assessment requires that students apply the concepts and theories they have learned during their study in this unit to a single branded product from a list of selected brands.  

**NOTE:** The list of brands and detailed information for the assessment task will be placed on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain consumer behaviour theory and concepts.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Describe consumer and/or buyer decision-making processes.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Explain the effect of marketing theory and practice on consumer decision-making.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Critically analyse consumer behaviour and decision-making; and apply this to marketing decisions to gain a competitive advantage in the marketplace.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Apply the theory to the ‘real-world’ of consumer behaviour.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Discuss the impact of marketing practices on consumers, groups and society.</td>
<td>LO3</td>
</tr>
<tr>
<td>Task</td>
<td>Description</td>
<td>Measures</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>7</td>
<td>Research, analyse, and synthesise information relevant to consumer decision-making and behaviour relevant to firms.</td>
<td>LO3</td>
</tr>
<tr>
<td>8</td>
<td>Compare and evaluate consumer decision-making and behaviour issues in various contexts.</td>
<td>LO3</td>
</tr>
<tr>
<td><strong>Task Length</strong></td>
<td>3000 words ± 10% (excluding references).</td>
<td></td>
</tr>
<tr>
<td><strong>Due by date</strong></td>
<td>Week 10, 10th May by 14.00pm (Hobart time)</td>
<td></td>
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</tbody>
</table>

**Assessment Task 3: Examination**

**Task Description**
The final exam is a closed-book examination. The final exam may consist of multiple-choice and/or short/long answer questions and/or case study analysis related to the lecture and workshop material covered in the unit. The final exam focuses on knowledge of theory and concepts and their application. The format will be outlined on MyLO prior to the exam.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain consumer behaviour theory and concepts.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Describe consumer and/or buyer decision-making processes.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Explain the effect of marketing theory and practice on consumer decision-making.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Critically analyse consumer behaviour and decision-making; and apply this to marketing decisions to gain a competitive advantage in the marketplace.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Apply the theory to the 'real-world' of consumer behaviour.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Discuss the impact of marketing practices on consumers, groups and society.</td>
<td>LO3</td>
</tr>
<tr>
<td>7</td>
<td>Research, analyse, and synthesise information relevant to consumer decision-making and behaviour relevant to firms.</td>
<td>LO3</td>
</tr>
<tr>
<td>8</td>
<td>Compare and evaluate consumer decision-making and behaviour issues in various contexts.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length** 2 hours +10 minutes perusal

**Due by date** Exam Period
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus (Hobart, Launceston or Cradle Coast).

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.
Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author’s words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student’s work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following text [available from the Co-op Bookshop]:


Recommended readings


Solomon, MR 2013, Consumer behavior: buying, having and being, 10th ed, Pearson Prentice Hall, Upper Saddle River, NJ.
Reading Lists

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

Other Required Resources

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- European Journal of Marketing
- Journal of Consumer Behaviour
- Journal of Consumer Research
- Psychology and Marketing
- Journal of the Academy of Marketing Science
- Journal of Product & Brand Management
- Australasian Marketing Journal
- Journal of Retailing & Consumer Services
- Journal of Services Marketing
- International Journal of Consumer Studies
- Journal of Sport Management
- Journal of Marketing
- Journal of Economic Psychology
- Journal of Marketing Research Electronic Markets
- Journal of Advertising
- Journal of Advertising Research
- Journal of Consumer Affairs
- Journal of Business Research
- Journal of Fashion Management & Marketing
- Journal of Consumer Marketing
- Journal of Consumer Policy
- Journal of Consumer Psychology
- Journal of International Consumer Marketing
- Journal of Public Policy and Marketing
- Journal of Asia Pacific Marketing & Logistics
Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

This unit is delivered using weekly lectures accompanied by weekly workshops throughout 13 weeks of the semester. Each week there will be one 2-hour lecture and one 1-hour workshop. Development of subject-specific knowledge and skills are introduced in lectures and further developed through workshops and readings. Students are expected to participate actively and positively in the teaching environment. In this unit, theory and practice go together, and therefore, students must read the assigned readings in advance to be able to use it in the lectures and workshops.

Student needs to note that these sessions do not cover all there is to learn about the topic area. Students will need to study further those areas by sourcing and reviewing additional readings relevant to the topic available in the books and journals suggested under “Recommended Readings” and “Other Recommended Resources.” Similarly, it is not possible to cover in sessions all the material contained in the prescribed text. However, all material in the prescribed text forms the subject matter of discussion in the sessions and may be subject to formal assessment in the final examination. It is expected that students review the learning material (e.g., lecture slides, text book, additional required readings) relevant to the corresponding topic prior to attending the session.

The lecture slides and workshop material will be uploaded on MyLO on a weekly basis. Prior to coming to the class, students are required to have reviewed the chapter(s) from the prescribed textbook, uploaded readings, and related slides. Students are also required to have read case studies and prepared for workshop activities before attending each workshop. Workshop activities will focus on an interactive student-centred discussion of questions, case studies and student-led presentations and discussions (if applicable for the week). Workshop will commence in Week 1, the week beginning 25 February.
For **distance students**, all lectures will be recorded and available on MyLO for distance students ONLY. The workshop for distance students will be held in ‘Online Sessions’ through Blackboard Collaborate on MyLO. The timing of workshop will be arranged by the unit coordinator and announced accordingly. To participate in online workshops, distance students will need internet access, head-sets, and a microphone.

**Specific attendance/performance requirements**

In this unit, your active engagement will be monitored in the following way:

1. Attending scheduled lectures and workshops
2. Actively participating workshop activities

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

**Teaching and learning strategies**

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

This is a 12.5% credit point unit with a 2-hour lecture and a 1-hour workshop per week over 13 weeks. The total time commitment required for this unit is a minimum of 156 hours. Specifically, in addition to the 3 hours of class contact per week, students are expected to devote an additional 9 hours in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision. Some assessment and workshop activities involve group work. Students should make sure to allocate the necessary time and attention needed to work with their group during the semester.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](https://www.universityoftasmania.edu.au/about/health-and-safety) and policy.
Communication

TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT
Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION
Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK
If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
# Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic / Module / Focus Area</th>
<th>Activities</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Introduction to consumer behaviour</td>
<td>Reading: Ch 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td>Decision Making Process 1</td>
<td>Reading: Ch 6</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>11 March</td>
<td>Decision Making Process 2</td>
<td>Reading: Ch 7</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>Decision Making Process 3</td>
<td>Reading: Ch 8</td>
<td>Assessment 1 commence</td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Motivation, Ability and Opportunity</td>
<td>Reading: 2</td>
<td>Assessment 1 ongoing</td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Perception</td>
<td>Reading: 3</td>
<td>Assessment 1 ongoing</td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>Memory and Knowledge</td>
<td>Reading: Ch 4</td>
<td>Assessment 1 ongoing</td>
</tr>
<tr>
<td>8a</td>
<td>15 April</td>
<td>Attitudes and Persuasion</td>
<td>Reading: Ch 5</td>
<td>Assessment 1 ongoing</td>
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<td></td>
<td></td>
<td><strong>Mid-semester break 18 April to 24 April (inclusive)</strong></td>
<td></td>
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<tr>
<td>8b</td>
<td>25 April</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>29 April</td>
<td>Social Influences</td>
<td>Reading: Ch 9, 12</td>
<td>Assessment 1 ongoing</td>
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<td>10</td>
<td>6 May</td>
<td>Consumer Diversity</td>
<td>Reading: Ch 10</td>
<td>Assessment 1 ongoing Assignment 2 due on 10 May 14.00pm Friday (Hobart Time)</td>
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<td>11</td>
<td>13 May</td>
<td>External and Internal Influences</td>
<td>Reading: Ch 11</td>
<td>Assessment 1 ongoing</td>
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<td>12</td>
<td>20 May</td>
<td>Symbolic Consumer Behaviour</td>
<td>Reading: Ch 13</td>
<td>Assessment 1 end</td>
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<tr>
<td>13</td>
<td>27 May</td>
<td>Contemporary Issues in Consumer Behaviour</td>
<td>Reading: Ch 14</td>
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<td><strong>Exam Period 8 – 25 June (inclusive)</strong></td>
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The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.