BMA262
CONSUMER BEHAVIOUR

12.50 Credit points

Semester 2, 2019

Unit Outline

Unit Coordinator

Lin Yang
CONTACT DETAILS

Unit coordinator

Unit coordinator: Lin Yang
Campus: Sandy Bay Campus
Email: L.Yang@utas.edu.au
Room location and number: Room 322, Centenary Building
Consultation hours: TBA

Other teaching staff

Lecturer: Lin Yang
Campus: Sandy Bay Campus
Email: L.Yang@utas.edu.au
Room location and number: Room 322, Centenary Building
Consultation hours: TBA

Tutor: Kevin Swarts
Campus: Launceston Campus
Email: Kevin.Swarts@utas.edu.au
Room location and number: Room A-257
Consultation hours: TBA

Tutor: Tsui Man Ng
Campus: Sandy Bay Campus
Email: Tsuiman.ng@utas.edu.au
Room location and number: TBA
Consultation hours: TBA

Tutor: TBA
Campus: HKUE
Email: TBA
Phone: TBA
Room location and number: TBA
Consultation hours: TBA
# CONTENTS

<table>
<thead>
<tr>
<th>WHAT IS THE UNIT ABOUT?</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT DESCRIPTION</td>
<td>2</td>
</tr>
<tr>
<td>INTENDED LEARNING OUTCOMES</td>
<td>2</td>
</tr>
<tr>
<td>GRADUATE QUALITY STATEMENT</td>
<td>3</td>
</tr>
<tr>
<td>ALTERATIONS TO THE UNIT AS A RESULT OF STUDENT FEEDBACK</td>
<td>3</td>
</tr>
<tr>
<td>PRIOR KNOWLEDGE &amp;/OR SKILLS</td>
<td>3</td>
</tr>
<tr>
<td>HOW WILL I BE ASSESSED?</td>
<td>4</td>
</tr>
<tr>
<td>ASSESSMENT SCHEDULE</td>
<td>4</td>
</tr>
<tr>
<td>ASSESSMENT DETAILS</td>
<td>5</td>
</tr>
<tr>
<td>HOW YOUR FINAL RESULT IS DETERMINED</td>
<td>8</td>
</tr>
<tr>
<td>SUBMISSION OF ASSIGNMENTS</td>
<td>8</td>
</tr>
<tr>
<td>ACADEMIC REFERENCING</td>
<td>9</td>
</tr>
<tr>
<td>ACADEMIC MISCONDUCT</td>
<td>11</td>
</tr>
<tr>
<td>STUDENT BEHAVIOUR</td>
<td>11</td>
</tr>
<tr>
<td>WHAT LEARNING OPPORTUNITIES ARE THERE?</td>
<td>12</td>
</tr>
<tr>
<td>MyLO</td>
<td>12</td>
</tr>
<tr>
<td>RESOURCES</td>
<td>12</td>
</tr>
<tr>
<td>ACTIVITIES</td>
<td>14</td>
</tr>
<tr>
<td>COMMUNICATION</td>
<td>15</td>
</tr>
<tr>
<td>CONCERNS AND COMPLAINTS</td>
<td>16</td>
</tr>
<tr>
<td>FURTHER INFORMATION AND ASSISTANCE</td>
<td>16</td>
</tr>
<tr>
<td>UNIT SCHEDULE</td>
<td>17</td>
</tr>
<tr>
<td>ACCREDITATION</td>
<td>18</td>
</tr>
<tr>
<td>AACSB ACCREDITATION</td>
<td>18</td>
</tr>
</tbody>
</table>
WHAT IS THE UNIT ABOUT?

Unit description

As consumers, we live in a constantly changing world, driven by fast-paced technological, social, cultural and economic developments, resulting in access to a wide array of new products and services. These rapidly changing social and market factors significantly affect our behaviours and purchase decisions. Consumer behaviour will continue to change over the next decade and will affect our consumption choices. For marketers, understanding how consumers behave helps them to identify and offer products and services that better satisfy consumers’ needs.

The focus of this unit is on providing you with a comprehensive introduction to theories and models that help explain consumer behaviour in different consumption contexts. The unit will help you to develop knowledge about the steps in the consumer decision-making process, and the internal and external factors (individual, social, and cultural) that influence consumers’ evaluation of marketing messages and subsequent purchase decisions. The unit will assist with your conceptual and theoretical learning of how nuances in consumer behaviour impact consumer decision making. The unit will help you to develop skills that enable the application of consumer behaviour knowledge to marketing strategy and tactics.

Intended Learning Outcomes

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

1. Explain the fundamental concepts and theories of consumer behaviour.
2. Identify and apply factors that influence consumer behaviour.
3. Apply knowledge of consumer behaviour in practice.
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

Nil

Prior knowledge &/or skills

BMA151 or BMA251
## 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>Assessment Task 1: Workshop assessment activities</td>
<td>In class</td>
<td>25</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Assessment Task 2: Group video lecture presentation and report</td>
<td>Video file due on Friday</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 September 14.00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Report due on Friday</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 October 14.00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Hobart time for Launceston,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hobart and distance students;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hong Kong time for HKUE students)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Video file due on Friday</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 September 14.00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Report due on Friday</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 October 14.00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Hobart time for Launceston,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hobart and distance students;</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hong Kong time for HKUE students)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>TBA</td>
<td>40</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>
Assessment details

Assessment Task 1: Workshop assessment activities

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is a combination of individual and group assessment that involves participating in weekly in-class activities. It aims to enable you to identify and apply consumer behaviour concepts and theories to various marketing contexts. The assessment also assists in the development of skills for working in collaborative team environments to achieve the intended learning outcomes.</td>
<td></td>
</tr>
</tbody>
</table>

**Workshop assessment activities are divided into two parts:**

**Activity 1: Group Presentation (20%)**
Students will form groups of three or four. Each group will be allocated a topic in the first workshop. The groups will deliver a 25-minute presentation including class discussion of that topic. A summary report will accompany the presentation and be submitted. Every member of the group needs to participate in the delivery of the presentation. Assessment requirements and marking criteria will be discussed in the first workshop and posted on MyLO.

Distance students will complete this activity in the scheduled online workshops.

**Activity 2: Class participation (5%)**
You must actively participate in in-class discussions. You will be required to complete a range of tasks, including discussion topics, case study analysis, scenario based activities and skill development activities. Completed tasks will be presented for discussion during the workshop. You must participate individually during the tasks. Details of the assessment will be provided on MyLO and will be discussed during the workshops.

**Note:** If you do not attend the week’s workshop you will receive zero marks for your in-class activity 2 that week.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Understand and explain consumer behaviour concepts and theories</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>2</td>
<td>Identify and apply relevant consumer behaviour concepts and theories to various marketing contexts</td>
<td>LO1, LO3</td>
</tr>
<tr>
<td>3</td>
<td>Develop skills for working in collaborative team environments</td>
<td>LO1, LO3</td>
</tr>
</tbody>
</table>
Assessment Task 2: Group video lecture presentation and report

This assessment is a group video project. Student groups will create a video about one of the week’s lecture topics. To accomplish this, the group will complete the following two tasks.

**Task 1: Video presentation (15%)**

(a) The group will explain the assigned topic making sure they do not just repeat the lecture materials, but rather expand on those materials. To expand on the chosen lecture topic, student groups will have to do independent desk research of academic research articles and pick one interesting study that will help supplement the learning from the lecture topic. Student groups will accomplish this process in consultation with the lecturer/tutor. Register their chosen research article by submitting it to the MyLO drop-box called ‘research article register’. This task should be completed by the end of **Week 4**.

(b) Students will also add a real world example of an aspect of Consumer Behaviour theory from the related week's lecture and chapter.

**Note:** The video should be no more than 5 minutes long. The video must be submitted on MyLO by the end of Week 9 (20 September 14.00pm). All groups will submit their video files on the same due date.

**Task 2: Written report (20%)**

Following the video presentation students will submit a short written report (2,000 words ± 10%) on the assignment box in MyLO, together with a cover sheet.

**Note:** Students are encouraged to use collaborative document development platforms such as Google docs to ensure that all group members contribute to the task. Group work is assessed according to performance on the marking criteria which will be
available on MyLO. Students may choose to evaluate the contributions of their group members in Week 12 using a Peer Evaluation Form on the unit MyLO site, only if there are group collaboration issues. The adjustment of individual marks from the group mean is based on peer evaluation of your performance and contribution to group work.

A detailed video project information guide including marking criteria for the video presentation and written report will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Assessment criteria will be available on MyLO.</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>Task Length</td>
<td>Video length: 5 minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Written report: 2,000 words ± 10%, excluding reference list and appendices.</td>
<td></td>
</tr>
<tr>
<td>Due by date</td>
<td>Video file: Friday 20 September 14.00 pm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Written report: Friday 4 October 14.00 pm</td>
<td>(Hobart time for Launceston, Hobart and distance students; Hong Kong time for HKUE students)</td>
</tr>
</tbody>
</table>

Assessment Task 3: Examination

<table>
<thead>
<tr>
<th>Task Description</th>
<th>The final exam is worth 40 percent of the overall assessment. The exam is a closed book exam.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion Number</td>
<td>Criterion Description</td>
</tr>
<tr>
<td>1</td>
<td>Lecturer to discuss with students</td>
</tr>
<tr>
<td>Task Length</td>
<td>2 hours</td>
</tr>
<tr>
<td>Due by date</td>
<td>The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page on the University’s website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable for specific date, time and location closer to the examination period.</td>
</tr>
</tbody>
</table>
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.

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.

**Student Behaviour**

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies. Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560. Matters are dealt with in confidence and with sensitivity.
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**

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.


Journals and Periodicals:

- 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
- Internet Research
- 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

Online Research Firms

Forrester Research: www.forrester.com
MarketResearch.com: www.marketresearch.com/
Gartner Group: www.gartner.com
comScore Media Metrix: www.comscore.com
O’Reilly: www.oreilly.com

Other Required Resources

N/A.
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 consists of 13 workshops held weekly throughout the semester. Each workshop takes two (2) hours. Pre-recorded lecture videos will be put on MyLO each week. Prior to coming to the workshop, students are required to have reviewed the chapter(s) from the prescribed textbook, listened to the lecture videos, and prepared for the workshop exercises, as specified in the ‘Workshop Schedule’ for the respective week. The workshop consists of in-class activities by students (applicable for the week) and interactive discussion of workshop exercises and assessments. Please note that the face-to-face workshops will not be recorded. Also, one part of the workshop time will be allocated for providing feedback on assessment items or any other learning issues students may have.

For distance students, online workshops will be held in ‘Online Sessions’ on MyLO. The timing of workshops will be arranged by the unit coordinator and announced accordingly. The online sessions will focus on workshop exercise discussion, assessment items, and providing feedback on assessment items or any other learning issues students may have. To participate in online workshops, distance students will need internet access, head-sets, and a microphone.

Students need 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.” 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 assessment. It is expected that students review the learning material (e.g., lecture
slides, text book, and additional required readings) relevant to the corresponding topic prior to attending the session.

**Specific attendance/performance requirements**

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

1. Attending scheduled 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.

**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](#) 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.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

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.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>RESOURCES/ READINGS/ FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 July</td>
<td>Introduction to consumer behaviour and consumer decision processes</td>
<td>Workshop</td>
<td>Ch.1 &amp; 2</td>
</tr>
<tr>
<td>2</td>
<td>22 July</td>
<td>Consumer decision processes 1</td>
<td>Workshop</td>
<td>Ch.3 &amp; 4</td>
</tr>
<tr>
<td>3</td>
<td>29 July</td>
<td>Consumer decision processes 2</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch.5 &amp; 6</td>
</tr>
<tr>
<td>4</td>
<td>5 August</td>
<td>Consumer decision processes 3</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 6 &amp; 7</td>
</tr>
<tr>
<td>5</td>
<td>12 August</td>
<td>Perception</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 8</td>
</tr>
<tr>
<td>6</td>
<td>19 August</td>
<td>Learning and memory</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 9</td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Motivation, personality and emotion</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 10</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Mid-semester break 2 – 8th September</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>9 September</td>
<td>Attitudes and attitude change</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment 2 video file due 20 September 14 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>16 September</td>
<td>Segmentation and demographics; Social stratification</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 12 &amp;15</td>
</tr>
<tr>
<td>10</td>
<td>23 September</td>
<td>Family influences</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 13</td>
</tr>
<tr>
<td>11</td>
<td>30 September</td>
<td>Group influences and communication</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 14</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Assessment 2 report due 4 October 14 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Culture and cross-culture</td>
<td>Workshop &amp; Assessment 1</td>
<td>Ch. 16</td>
</tr>
<tr>
<td>13</td>
<td>14 October</td>
<td>Unit Review</td>
<td>Workshop</td>
<td></td>
</tr>
</tbody>
</table>

Exam Period 26 October – 12 November (inclusive)
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.