

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Marketing

MKT3402 Consumer Behavior

Lecturer Dr Siok Kuan **Tambyah**
BIZ 1 8-11, Mochtar Riady Building
Department of Marketing, NUS Business School
Tel: 6516-3155, Email: biztsk@nus.edu.sg

Session Semester I, 2015/2016

Course Objectives

Consumers make decisions regarding the acquisition, use and disposal of a variety of products, services and experiences. In this course, we seek to understand and appreciate consumers as unique individuals and as members of their social and cultural groups. We will examine the many facets of consumer behavior (e.g., from the experiential perspective, incorporating insights from sociology and anthropology), with an emphasis on symbolic forms of consumption, and the use of qualitative research methods.

Text and Readings

Michael R. Solomon, *Consumer Behavior: Buying, Having, and Being*, 11th Global Edition (2015). The edition will be on reserve at the RBR in Hon Sui Sen Memorial Library. Additional readings can be downloaded via IVLE e-reserves.

Assessment Methods

Individual Assignments	70%
Group Assignments	30%
TOTAL	100%

The course operates on an interactive, discussion-based format. You will benefit most when you come to class having read and critically evaluated the readings, and are prepared to share your views. Individual and group assignments are tailored specifically to the learning goals for each semester, and are intended to provide a stimulating learning experience. These may include critiques of articles, fieldwork, quizzes and written essays. Through these various avenues, you are encouraged to apply consumer behavior theories and concepts that are covered throughout the semester.

Please make sure that you attend Sessions 1 and 2 as we will be setting the tone for the course and discussing the content from Day One. This is also an opportunity for you to get to know your peers before we form groups. If you are unable to make attending class a priority, please take an alternative course.

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>

MKT3402 Consumer Behavior – Schedule and Topics (Semester I, 2015/2016)

Session 1	Our Journey into Consumer Behavior
Session 2	Decision Making and Perception
Session 3	Cultural Influences
Session 4	The Self
Session 5	Learning and Memory
Session 6	Attitudes and Persuasion
Session 7	Group and Situational Effects
Session 8	Word of Mouth and Social Media
Session 9	Sex Roles and Subcultures
Session 10	Social Class and Lifestyles
Session 11	Consumer and Social Wellbeing
Session 12	Project Presentations
Session 13	Project Presentations