

**National University of Singapore
NUS Business School
Department of Marketing**

**MKT3402C Consumer Behaviour
Semester II, 2016/17**

Course Coordinator: Adelle X. Yang
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Class Schedule: Tuesdays, 8am – 11am (Group C1)
Tuesdays, 11am – 2pm (Group C2)

Course Description

This course is designed to equip marketing students with the necessary insights to explain, predict, and influence consumer behaviors.

The course bridges micro-level psychological mechanisms with macro-level economic consequences. Students will learn and discuss key psychological constructs and mechanisms involved in the mental processes from which consumer judgments and decisions are produced, with a focus on those that underlie choices, consumption, and other consumer behaviors that bring about aggregate economic consequences. Students are expected to acquire the ability to critically understand and interpret important behavioral phenomena in the field.

The lectures are designed to be highly interactive. Each lecture will focus on one major aspect in the consumer decision-making process, and will involve some form of brainstorming and group discussion sessions.

Students are required to submit two individual assignments, before the start of week 5 and week 10 lectures, respectively. Each submission is expected to be one-page long, 500 words max, describing an observation from the field that reflects the content learned in the previous weeks of lectures. Submissions will be graded on a 1-10 scale, based on relevance, originality, validity, clarity, and concision.

In the final test, students are expected to correctly identify behavioral phenomena and proficiently interpret them using knowledge learned from the course.

In the group project, students are expected to demonstrate the ability to solve real marketing problems by drawing on relevant knowledge of consumer behavior, proposing hypotheses, and designing field experiments to test the proposed hypotheses.

Assessment Components

Class Participation	20%
Individual Assignments	20%
Final Test	30%
Group Project Presentation and Report	30%

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/>

COURSE SCHEDULE

Week	Date	Topic (Major theories and concepts that covered in each lecture is listed by not constrained to content in the parentheses)	Class Activity
1		Overview: Understanding Consumer Behavior	Intuition Game
2		Needs, Goals, and Motivation	
3		Information Processing - Attention & Perception	
4		Judgment and Decision Making I (Preference Constructions)	
5		Judgment and Decision Making II (Evaluability Theory and Mental Accounting)	Assignment I due
6		Attitudes and Persuasion	
RECESS WEEK			

Week	Date	Topic (Major theories and concepts that covered in each lecture is listed by not constrained to content in the parentheses)	Class Activity
7		Self and Identity	
8		Shopping and Buying	
9		Social Influence	
10		Consumption and Satisfaction	Assignment II due
11		Experimental Design and Data Interpretation	Intuition Game Keys
12		Final Test	
13		Group Project Presentation	Group Project Report Due