

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

**MKT3402 Consumer Behaviour
Semester 1, 2017/2018 (August – November 2017)**

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Course Description

Consumer behaviour is more than buying things. It embraces the study of how having or not having things affect our lives, and how our possessions influence the way we feel about ourselves and others.

The purpose of the course is to provide you with an understanding on the many aspects of consumer behaviour and its theoretical perspectives.

Course Objectives

This course in Consumer Behaviour aims to achieve the following:-

1. Understand that consumer behaviour is a process and the theoretical concepts applicable in the marketplace.
2. Consider that consumers use products to help them to define their identities in different settings and to help marketers to understand the needs and wants of different consumer segments.
3. Understand the role of consumers as individuals and decision makers.
4. Develop strategies for making contact with consumers, shaping consumer opinions and assisting consumer memory.
5. Evaluate the influence of the environmental influences of culture and sub-culture, social class, family, reference groups and personal influence on the behaviour of consumers.

Assessment Components

Individual Effort

Class Participation	15%
Individual Assignment	20%
Test	25%

Group Effort

Group Case Presentation and Report	15%
Group Project Presentation and Report	25%

Total **100%**

Recommended Text

1. Michael Solomon (2017), **Consumer Behaviour: Buying, Having and Being**, Pearson, 12th edition