

FB6867P: CONSUMER BEHAVIOR

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Consumer Behavior

Subject Code

FB - College of Business (FB)

Course Number

6867P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

2 days

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

None

Precursors

None

Equivalent Courses

None

Exclusive Courses

None

Part II Course Details

Abstract

This course gives an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how consumers make decisions what factors influence consumer choice, and how managers can gain consumer insights and develop marketing strategy effectively. The course also reviews a range of "levers" that can influence purchase behavior in unexpected ways and at efficient cost. The course covers the major topics of consumer behavior, including decision-making process consumer motivation and brand loyalty, information processing and marketing communication. The course uses a mix of large cases, mini-cases, and lectures to advance these concepts.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	To provide students with a solid conceptual base for understanding the behavior of consumers within society and the marketplace.	30	x	x	
2	To develop students' abilities to apply consumer behavior concepts to marketing problems that are likely to involve consumer consumption, with identity and lifestyle implications.	30		x	x
3	To extend student's understanding of research methodologies that can be used to investigate consumer behavior and guide managerial decision-making.	40	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures and presentations	Provide students with a solid conceptual base for understanding the behavior of consumers within society and the marketplace.	1, 2

2	In-class cases/exercises	To develop students' abilities to apply consumer behavior concepts to marketing problems that are likely to involve consumer consumption, with identity and lifestyle implications.	2, 3	
3	Group presentation and the instructor's comments	To extend student's understanding of research methodologies that can be used to investigate consumer behavior and guide managerial decision-making	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Participation in case analysis and discussion will be assessed.	2, 3	30	-	Yes
2	Individual assignment	1, 2, 3	30	-	Yes
3	Individual & group exercises	1, 2, 3	40	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Class contribution (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of class contribution through class exercises, and active and insightful class participation.

Good

(B+, B, B-) Evidence of class contribution through class exercises and regular class participation.

Fair

(C+, C, C-) Some evidence of class contribution thorough class exercises and preparation.

Marginal

(D) Minimum class contribution.

Failure

(F) No evidence of adequate class contribution through exercises or in-class discussion.

Assessment Task

2. Individual assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to organize and synthesize with superior grasp of the subject matter; evidence of extensive knowledge base.

Good

(B+, B, B-) Evidence of a grasp of the subject with indications of critical capacity and analytical ability; reasonable understanding of the issues with good responses to the questions.

Fair

(C+, C, C-) Evidence of learning from the course; show some ability to think analytically and to offer adequate responses to the questions.

Marginal

(D) Sufficient familiarity with the subject and of ability to respond to the questions as to justify consideration of the student for progression.

Failure

(F) Little evidence of familiarity with the subject matter; poor critical and analytical skills; ignorance of class knowledge.

Assessment Task

3. Individual/ Group exercises (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

(B+, B, B-) Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with class knowledge.

Fair

(C+, C, C-) Evidence of learning from the course; understanding of the subject; ability to develop solutions to simple problems.

Marginal

(D) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of class knowledge.

Assessment Task

1. Class contribution (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of class contribution through class exercises, and active and insightful class participation.

Good

(B+, B) Evidence of class contribution through class exercises and regular class participation.

Marginal

(B-, C+, C) Minimum class contribution.

Failure

(F) No evidence of adequate class contribution through exercises or in-class discussion.

Assessment Task

2. Individual assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to organize and synthesize with superior grasp of the subject matter; evidence of extensive knowledge base.

Good

(B+, B) Evidence of a grasp of the subject with indications of critical capacity and analytical ability; reasonable understanding of the issues with good responses to the questions.

Marginal

(B-, C+, C) Sufficient familiarity with the subject and of ability to respond to the questions as to justify consideration of the student for progression.

Failure

(F) Little evidence of familiarity with the subject matter; poor critical and analytical skills; ignorance of class knowledge.

Assessment Task

3. Individual/ Group exercises (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good

(B+, B) Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with class knowledge.

Marginal

(B-, C+, C) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure

(F) Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of class knowledge.

Additional Information for AR

Teaching Topics and Tentative Schedule

Session 1 (3-hour slot)

Topics and Assignments: Understanding consumer behavior: logic and framework

Session 2 (3-hour slot)

Topics and Assignments:

- Consumer insights-driven marketing strategy
- Case study and group discussion: Star greens

Session 3 (3-hour slot)

Topics and Assignments: Analyzing consumer behavior: method and procedure

Session 4 (3-hour slot)

Topics and Assignments:

- Consumer insights and brand building
- Case study, Group Project Presentation and Instructor's Comments Olympus: my digital story

Part III Other Information

Keyword Syllabus

Consumer insight, psychology, marketing strategy, branding

Reading List

Compulsory Readings

Title	
1	Consumer behaviour (power point slides included in the course package)
2	Two Case Materials (one included in the course package, one is the video case)

Additional Readings

Title	
1	Robert Cialdini (2016), Pre-Suasion: A Revolutionary Way to Influence and Persuade, Simon & Schuster.