

MKT8632: DOCTORAL STUDIES: CONSUMER BEHAVIORAL RESEARCH

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Doctoral Studies: Consumer Behavioral Research

Subject Code

MKT - Marketing

Course Number

8632

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to

- Familiarize students with research in various consumer behavior domains: The course will expose students to various research studies conducted in different areas of consumer behavior. By examining papers published in top journals, students will gain insights into current trends, theories, and empirical findings in consumer research.
- Develop students' ability to conceptualize and operationalize research ideas: Through active engagement with the literature, students will learn how to conceptualize and develop research ideas in consumer behavior. They will gain the skills to critically analyze existing research, identify research gaps, and formulate research questions.
- Cultivate students' capacity to contribute to consumer behavioral research: Students will be expected to generate and develop novel research ideas that address unanswered questions or extend existing theories. They will be encouraged to participate in class discussions and share their insights.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analysing consumer behaviours, including motives, heuristics, and the decision-making process	30	x		
2	Critically examine psychological theories that are utilized in consumer behaviour.	30		x	
3	Present ability to design research by presenting well-thought ideas, along with a couple of studies for each idea.	40			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	Seminars	Students will engage in in-depth exploration of consumer behavioral theories, concepts, methods, and research trends during seminars.	1, 2, 3	3
2	Reading	Students will be provided with a list of suggested readings. Students should complete all suggested readings before coming to classes.	1, 2, 3	6

3	Class Discussions	Students will participate in class discussions both during and outside of class to ensure understanding and collaboration among students.	1, 2, 3	1
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Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Performances in Class Participation	1, 2, 3	20	-	Yes
2	Paper Presentations	1, 2, 3	20	-	Yes
3	Individual Assignment (Idea Paragraph)	1, 2, 3	20	-	Yes
4	Final Proposal	1, 2, 3	40	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)**Assessment Task**

Thought Paper (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students will be assessed based on their ability to develop creative and managerially relevant research ideas and conceptualize them.

Excellent

(A+, A, A-)

1. Show excellent ability to develop creative and managerially relevant research ideas and conceptualize them.
2. Demonstrate excellent ability to think critically and design rigorous studies to test the ideas.

Good

(B+, B, B-)

1. Show good ability to develop interesting and managerially relevant research ideas and conceptualize them.
2. Demonstrate good ability to think critically and design studies to test the ideas.

Fair

(C+, C, C-)

1. Show acceptable ability to develop managerially relevant research ideas and conceptualize them.
2. Demonstrate acceptable ability to think critically and design studies to test the ideas.

Marginal

(D)

1. Show marginal ability to develop managerially relevant research ideas and conceptualize them.
2. Demonstrate marginal ability to think critically and design studies to test the ideas.

Failure

(F)

1. Show no ability to develop managerially relevant research ideas and conceptualize them.
 2. Demonstrate no ability to think critically and design studies to test the ideas
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Assessment Task

Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

In the final project, students are required to develop a well-structured and comprehensive research proposal. They are expected to deliver a clear, well-structured, and engaging presentation based on their proposal.

Excellent

(A+, A, A-)

1. Demonstrate excellent ability to deliver a well-structured and engaging presentation.
2. Show great level of enthusiasm and professionalism.

Good

(B+, B, B-)

1. Demonstrate good ability to deliver a well-structured and engaging presentation.
2. Show good level of enthusiasm and professionalism.

Fair

(C+, C, C-)

1. Demonstrate acceptable ability to deliver a well-structured and engaging presentation.
2. Show acceptable level of interest and professionalism.

Marginal

(D)

1. Demonstrate marginal ability to deliver a well-structured presentation.
2. Show marginal level of interest and professionalism.

Failure

(F)

1. Demonstrate no ability to deliver a well-structured presentation.
 2. Show low level of interest and professionalism.
-

Assessment Task

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

Criterion

To test students' understanding of the research discussed in the seminar. Students will be assessed based on their performance in the in-class activities including paper discussions, and idea presentations.

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand thoroughly and critically evaluate the theories and research methods.
2. Show excellent attitude of learning.
3. Attend over 90% of the classes.

Good

(B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to understand and evaluate the theories and research methods.
2. Show active attitude of learning.
3. Attend 80%- 90% of the classes.

Fair

(C+, C, C-)

1. Demonstrate acceptable command of a reasonable number of materials covered, with adequate ability to understand and evaluate the theories and research methods.
2. Show active attitude of learning.
3. Attend 70%- 80% of the classes.

Marginal

(D)

1. Show marginal command of course materials, with the ability to partially understand and evaluate the theories and research methods.
2. Show minimum attitude of learning.
3. Attend less than 70% of the classes.

Failure

(F)

1. Show little understanding of the course materials, with inadequate ability to evaluate the theories and research methods.
2. Show no attitude of learning.
3. Attend less than 50% of the classes.

Assessment Task

Thought Paper (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students will be assessed based on their ability to develop creative and managerially relevant research ideas and conceptualize them.

Excellent

(A+, A, A-)

1. Show excellent ability to develop creative and managerially relevant research ideas and conceptualize them.
2. Demonstrate excellent ability to think critically and design rigorous studies to test the ideas.

Good

(B+, B)

1. Show good ability to develop interesting and managerially relevant research ideas and conceptualize them.
2. Demonstrate good ability to think critically and design studies to test the ideas.

Marginal

(B-, C+, C)

1. Show marginal ability to develop managerially relevant research ideas and conceptualize them.
2. Demonstrate marginal ability to think critically and design studies to test the ideas.

Failure

(F)

1. Show no ability to develop managerially relevant research ideas and conceptualize them.
 2. Demonstrate no ability to think critically and design studies to test the ideas
-

Assessment Task

Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

In the final project, students are required to develop a well-structured and comprehensive research proposal. They are expected to deliver a clear, well-structured, and engaging presentation based on their proposal.

Excellent

(A+, A, A-)

1. Demonstrate excellent ability to deliver a well-structured and engaging presentation.
2. Show great level of enthusiasm and professionalism.

Good

(B+, B)

1. Demonstrate good ability to deliver a well-structured and engaging presentation.
2. Show good level of enthusiasm and professionalism.

Marginal

(B-, C+, C)

1. Demonstrate marginal ability to deliver a well-structured presentation.
2. Show marginal level of interest and professionalism.

Failure

(F)

1. Demonstrate no ability to deliver a well-structured presentation.
 2. Show low level of interest and professionalism.
-

Assessment Task

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

Criterion

To test students' understanding of the research discussed in the seminar. Students will be assessed based on their performance in the in-class activities including paper discussions, and idea presentations.

Excellent

(A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand thoroughly and critically evaluate the theories and research methods.
2. Show excellent attitude of learning.
3. Attend over 90% of the classes.

Good

(B+, B)

1. Show good coverage of most aspects of the course, with the ability to understand and evaluate the theories and research methods.
2. Show active attitude of learning.
3. Attend 80%- 90% of the classes.

Marginal

(B-, C+, C)

1. Demonstrate acceptable command of a reasonable number of materials covered, with adequate ability to understand and evaluate the theories and research methods.
2. Show active attitude of learning.
3. Attend 70%- 80% of the classes.

Failure

(F)

1. Show marginal command of course materials, with the ability to partially understand and evaluate the theories and research methods.
2. Show minimum attitude of learning.
3. Attend less than 70% of the classes.

Part III Other Information**Keyword Syllabus**

Consumer behavioral, research methods, idea generation, hypotheses development, experimental design, linguistics and marketing, modality (Video and Audio), influencer marketing, consumer-generated messages, device and Interface, new technology, social relationship

Reading List**Compulsory Readings**

Title	
1	Reading materials will be provided in class.

Additional Readings

Title	
1	Nil.