

COM3410: CONSUMER BEHAVIOR ANALYSIS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Consumer Behavior Analysis

Subject Code

COM - Media and Communication

Course Number

3410

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's 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 provide students with the basic knowledge and understanding of the theories in psychology, sociology and anthropology, which are essential to the study of consumer behaviour. Students will be provided with the

knowledge about psychology which is essential to the study of consumer behavior. Prevailing techniques of understanding consumers' buying behaviours and business applications of consumer behaviour principles will be included.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the relevance of consumer behaviour to the entire marketing process, the nature and stages of consumers' decision making and the factors influencing consumers' choices.	10	x	
2	Analyze the causes giving rise to consumer behaviour with the theories rooted in psychology, sociology and anthropology.	30		x
3	Explain the impact of consumer behaviour on the development of marketing strategies including marketing communication, segmentation and target marketing.	20		x
4	Apply the concepts and theories covered in the course to develop their own simple theories of consumer behaviour and devise effective solutions.	30		x
5	Collaborate with other classmates productively on the group work, communicate and present information effectively.	10	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	Various concepts and illustrations on consumer behaviour are to be explained during class. Examples will be shown to the students for further elaboration of their applications.	1, 2, 3, 4

2	In-class Activities/Case Studies	Activities are designed to facilitate students' learning and reinforce the concepts covered in class. Case studies and exercises will be given to the students. Discussion questions related to the lecture topics will be issued for sharing ideas and exchanging opinions.	1, 2, 3, 4, 5	
3	Presentations	Students are required to report their project findings in the form of oral presentations in the class. Audience can respond to the presenter's ideas by posting comments or raising issues for further discussions.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	In-class Assignments and Participation	1, 2, 3, 4, 5	40	-	Yes
2	Final Project	1, 2, 3, 4, 5	30	-	No
3	Final Examination	1, 2, 3, 4, 5	0	Exam: 30%	No

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Minimum Continuous Assessment Passing Requirement (%)

60

Minimum Examination Passing Requirement (%)

60

Assessment Rubrics (AR)**Assessment Task**

In-class Assignments and Participation

Criterion

Competence level will be assessed based on their performance in the in-class activities including games, quizzes, case studies, exercises and group discussions. These activities are designed to gauge students' mastery of major concepts and theories as well as their ability to apply principles of consumer behaviour in different business situations.

Excellent (A+, A, A-)

Show excellent command of the concepts and theories covered in the lectures. Exhibit superior capacity for applying the consumer behaviour principles in real-life situations. Particularly enthusiastic at voicing out ideas and giving insightful comments.

Good (B+, B, B-)

Show good command of the concepts and theories covered in the lectures. Exhibit strong ability to apply the consumer behaviour principles in real-life situations. Keen to answer questions and give constructive ideas

Fair (C+, C, C-)

Show acceptable command of the concepts and theories covered in the lectures. Exhibit adequate capacity for applying the consumer behaviour principles in real-life situations. Answer questions when prompted.

Marginal (D)

Show marginal command of concepts and theories covered in the lectures. Exhibit marginal capacity for applying the consumer behaviour principles in real-life situations. Passive in in-class discussions.

Failure (F)

Not even reaching marginal levels

Assessment Task

Final Project

Criterion

Students are required to select a product business or consumer behavioural phenomenon for analysis. The project consists of a written research report and an oral presentation. Performance will be evaluated in light of their capability to integrate relevant concepts into marketing situations and develop appropriate solutions.

Excellent (A+, A, A-)

Have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic. Exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise effective business solutions which are highly coherent with the entire marketing process. Demonstrate excellent language skills in compiling the written report and presenting the project findings professionally. Collaborate with other classmates productively and have significant contributions to the group.

Good (B+, B, B-)

Have a good grasp of the major aspects of consumer behaviour, with a sufficient understanding of each topic. Exhibit a strong ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise feasible business solutions which are coherent with the marketing process. Demonstrate good language skills in compiling the written report and presenting the project findings effectively. Collaborate with other classmates effectively and contribute to the group actively.

Fair (C+, C, C-)

Have a good grasp of several consumer behaviour principles, with a fair understanding of each topic. Exhibit the ability to identify prominent applications of consumer behaviour principles in the business settings. Devise acceptable business solutions with reference to the marketing process. Demonstrate fair language skills in compiling the written report and presenting the project findings. Contribute to the group work reactively.

Marginal (D)

Have a good grasp of a few consumer behaviour principles with little understanding of each topic. Exhibit the ability to identify a few applications of consumer behaviour principles in the business settings. Devise partial business solutions with reference to the marketing process. Demonstrate a marginal level of language proficiency in compiling the written report and presenting the project findings. Passive in the group work.

Failure (F)

Not even reaching marginal levels

Assessment Task

Final Exam

Criterion

Students' competence level will be assessed based on their understanding of the concepts mentioned in class and their capability to apply these concepts in real cases.

Excellent (A+, A, A-)

Have a good grasp of all aspects of consumer behaviour, with a substantial understanding of each topic. Exhibit a superior ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise effective business solutions which are highly coherent with the entire marketing process.

Good (B+, B, B-)

Have a good grasp of the major aspects of consumer behaviour, with a sufficient understanding of each topic. Exhibit a strong ability to identify the current and potential applications of consumer behaviour principles in the business settings. Devise feasible business solutions which are coherent with the marketing process.

Fair (C+, C, C-)

Have a good grasp of several consumer behaviour principles, with a fair understanding of each topic. Exhibit the ability to identify prominent applications of consumer behaviour principles in the business settings. Devise acceptable business solutions with reference to the marketing process.

Marginal (D)

Have a good grasp of a few consumer behaviour principles with little understanding of each topic. Exhibit the ability to identify a few applications of consumer behaviour principles in the business settings. Devise partial business solutions with reference to the marketing process.

Failure (F)

Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

Introduction to consumer behaviour. Routinized response behaviour. Decision making processes. Individual differences. Cultural influences. Ethics in consumer marketing.

Reading List**Compulsory Readings**

	Title
1	Assael, Henry,(2003). "Consumer Behaviour: A Strategic Approach" , Boston, Houghton Mifflin.
2	Bagozzi, Richard, Gurhan-Canli, Zynep, Priester, Joseph (2002). "The Social Psychology of Consumer Behaviour" Open University Press
3	Chaudhuri, Arjun (2006). "Emotion and Reason in Consumer Behavior" , Butterworth-Heinemann
4	Jasson-Boyd, Catherine V. (2010). "Consumer Psychology" Berkshire, McGraw Hill

5	Lindstrom, Martin (2010). "Buyology: Truth and Lies About Why We Buy" Broadway Business
6	Wanke, Michaela (2008). "Social Psychology of Consumer Behavior" , Psychology Press

Additional Readings

Title	
1	Nil