

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	
Semester/Trimester/Others (specify approx. Start/End date)	
Course Author * Faculty proposing/revising the course	Associate Prof Julien CAYLA
Course Author Email	JCayla@ntu.edu.sg
Course Title	MARKET BEHAVIOUR
Course Code	BM2501
Academic Units	0
Contact Hours	39
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	AB1501Marketing
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

This course will introduce you to key consumer behavior concepts, thus equipping you –as current or future managers –with the knowledge to discover insights as well as to evaluate and design effective marketing decisions. After the completion of this course, you should be able to understand the psychology of how consumers think, feel, reason, and choose between different alternatives (e.g., brands, products), how social and cultural environments (e.g., friends, family, and culture) influence consumer behaviour, and how marketers can use consumer insights to develop marketing campaigns/strategies to reach their target segments. You will also learn to appreciate the relevance of consumer behaviour for marketers and policymakers.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Explain and distinguish the key consumer behaviour concepts and theories
ILO 2	Analyse consumer behaviour phenomena with relevant concepts and theories
ILO 3	Apply consumer behaviour knowledge to uncover consumer insights that can be used to develop propose marketing strategies and solve marketing problems

Course Content

The broad topics that will be covered in this course are: •Needs, wants and consumer insights •Consumer decision-making •Internal and external influences on decision-making •Using consumer insights in applications to real-world marketing Please refer to the weekly schedule (to be distributed in class) for details.

Reading and References (if applicable)

Solomon, Michael R. (2020), Consumer Behavior: Buying, Having, and Being (13th Global Edition), Pearson Education/Prentice Hall (ISBN-10:1292318104). Additional resources will be provided on NTULearn.H)

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Welcome and Course Overview	Understand course structure and subject requirements. (ILO 1&2)	Solomon, Chapter 1		Solomon, Chapter 1
2	Needs, Wants, and Consumer Insights	Classify the different types of consumer needs/wants and understand the importance of consumer insights (ILO 1&2)	Solomon, Chapters 5, 9 & 10		Solomon, Chapters 5, 9 & 10

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
3	Consumer Decision-Making	Explain different types of consumer decision making and the various stages that a consumer goes through for the decision making process. (ILO 1&2)	Solomon, Chapters 5, 9 & 10		Solomon, Chapters 5, 9 & 10

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
4	Consumer Research Methods	Classify the various methods and tools available for consumer research. (ILO 1&2)			

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
5	Perception	Describe what the perception process is, how it is accomplished using the five senses, and how perception principles are applied in areas such as branding and marketing. (ILO 1&2)	Solomon, Chapter 3		Solomon, Chapter 3

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
6	Learning and Memory	Differentiate the different schools of thought behind how consumers learn and how marketers use such knowledge to help consumers learn and remember product and brand information. (ILO 1&2)	Solomon, Chapter 4		Solomon, Chapter 4

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
7	Attitudes and Persuasion	Identify what attitudes are and how they affect the way consumers think, feel, and behave. Discuss how and why marketers build positive consumer attitudes toward brands/organizations, and how they manage	Solomon, Chapter 8		Solomon, Chapter 8

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
		negative consumer attitudes. (ILO 1&2)			
8	The Self	Examine how our sense of self is formed and the role of self and self-identity in consumption (ILO 1&2)	Solomon, Chapter 6		Solomon, Chapter 6
9	Group/Social Influences	Explain how social context influences consumption	Solomon, Chapter 11		Solomon, Chapter 11

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
		ion beha viour ; Anal yse the pow er of grou ps on cons umer beha viour ; Disc uss how word of mout h and othe r form s of influ ence work . (ILO 1&2)			

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
10	Consumer Behaviour in a Cultural Context (Culture)	Identify how cultural factors influence consumer behaviour across various cultures. (ILO 1&2)	Solomon, Chapter 14		Solomon, Chapter 14
11	GROUP PRESENTATIONS (4 groups)	ILO2 &3			
12	GROUP PRESENTATIONS (4 groups)	ILO2 &3			
13	FINAL QUIZ	(ILO 1&2 &3)			

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Seminars	This allows us to get the concepts clearly through the entire class by involving you for your understanding. The lecture session allows you to think critically and share your ideas with peers in class.
Individual Assignments and Quiz	This allows you to examine your level of acquisition of knowledge.
Group Projects	The group projects will provide you with the opportunities to apply the consumer behavior knowledge learned in the class to solve relevant marketing problems. This whole process also allows you to think critically, train your skills in problem solving and decision making.

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Class Participation(Class Participation)	1-3	Oral Communication	15	Individual		
2	Continuous Assessment (CA): Assignment(Individual Assignment)	1-2	Critical Thinking	15	Individual		
3	Continuous Assessment (CA): Presentation(Individual presentation (in Group Assignment 2))	1-3	Oral Communication	10	Individual		
4	Continuous Assessment (CA): Assignment(Group Assignment 1 (not all members need to present))	1-2	Teamwork & Interpersonal Skills	10	Team		
5	Continuous Assessment (CA): Assignment(Group Assignment 2 (all members need to present))	2-3	Problem Solving and Decision Making	30	Team		
6	Summative Assessment (EXAM): Final exam(Final Quiz)	1-3	Acquisition of Knowledge	20	Individual		

Description of Assessment Components (if applicable)

*Please note that peer evaluation will be conducted for both group assignments 1 and 2 (see Rubric 6). Assignment marks will be moderated based on peer evaluation.

Formative Feedback

Feedback is central to this course. You will receive verbal feedback from the instructor and your classmates about your presentations. You will receive verbal feedback from the instructor about your group project along the semester during project consultation time (including in-class and after-class consultation time). You will receive formative feedback through written responses to your individual assignment and verbal feedback through in-class discussion.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
Global Perspective	Advanced
Transdisciplinarity	Advanced
Information Literacy	Advanced
Critical Thinking	Basic
Design Thinking	Intermediate

Course Policy

Policy (Academic Integrity)

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Policy (General)

(1)Communication.Important announcements will be made in class. Lecture notes, along with other relevant materials, will be uploaded on your seminar siteat NTUlearn. Please check your seminar site at least once a week to keep abreast of any important development in this course.

(2)Attendance and Punctuality. You cannot contribute to our learning if you are not in class, and that is why I keep track of attendance at the beginning of every class. You are to only mark your own attendance, so do notagree to mark the attendance on behalf of any of your classmates.

We understand that you have other responsibilities. If you need to miss one class for certain expected reasons, send your instructor an email to seek approval at least one week in advance. If you miss a class because you are sick, you will need to provide a medical certificate from the doctor. If you miss a class without any valid reason, marks may be subtracted from your participation grade. The same rules apply to punctuality. A student who enters the classroom after the class starts is inevitably going to disturb the class. Do make a dedicated effort to be on time for class to show respect for our time and those of your fellow classmates.

(3)Technology. Mobile phones must be put on silent mode during the class. You are allowed to use your laptop for note-taking. However, laptops must not be used for any other purpose than what is relevant for the lesson.If it is found that students are using their laptops for matters that are not relevant to the lesson (e.g., chatting, reading emails, surfing the internet), and they are deemed to be distracting other students by their excessive use of mobile devices (e.g., laptops, tablets, mobile phones), they will be asked to leave the class. Experience from previous semesters has shown that turning off all electronic devices significantly improves the quality of class interaction, since nobody is distracted through chatting, reading or writing emails, or surfing the Internet.

Policy (Absenteeism)

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Policy (Others, if applicable)

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Last Updated By: Koh Yi Jing