

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	AY2024-2025
Semester/Trimester/Others (specify approx. Start/End date)	Semester 1 Semester 2
Course Author * Faculty proposing/revising the course	Julien Cayla
Course Author Email	jcayla@ntu.edu.sg
Course Title	Consumer Insights
Course Code	BM2509
Academic Units	3
Contact Hours	39
Research Experience Components	Not Applicable

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.

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 Research Methods	Class ify the vario us meth ods and tools avail able for cons umer rese arch. (ILO 1&2)			

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

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
7	Attitudes and	Ident	Solomon, Chapter 8		Solomon,

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
	Persuasion	ify what attit udes are and how they affec t the way cons umer s think , feel, and beha ve. Disc uss how and why mark eters build posit ive cons umer attit udes towa rd bran ds/or ganiz ation s, and how they man age nega			Chapter 8

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
		tive cons umer attit udes. (ILO 1&2)			
8	The Self	Exa mine how our sens e of self is form ed and the role of self and self- ident ity in cons umpt ion (ILO 1&2)	Solomon, Chapter 6		Solomon, Chapter 6
9	Group/Social Influences	Expl ain how socia l cont ext influ ence s cons umpt ion	Solomon, Chapter 11		Solomon, Chapter 11

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
		behaviour ; Analyse the power of groups on consumer behaviour ; Discuss how word of mouth and other forms of influence 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	ILO1 &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 Project	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	Holistic	Not Applicable
2	Continuous Assessment (CA): Assignment(Individual Assignment)	1-2	Critical Thinking	15	Individual	Holistic	Not Applicable
3	Continuous Assessment (CA): Presentation(Individual Presentation (in Group Assignment 2))	1-3	Oral Communication	10	Individual	Holistic	Not Applicable
4	Continuous Assessment (CA): Assignment(Group Assignment 1 (not all members need to present))	1-2	Teamwork & Interpersonal Skills	10	Team	Holistic	Multistructural
5	Continuous Assessment (CA): Project(Group Assignment 2 (all members need to present))	2-3	Problem Solving and Decision Making_	30	Team	Holistic	Multistructural
6	Continuous Assessment (CA): Test/Quiz(Final Quiz)	1-3	Acquisition of Knowledge	20	Individual	Holistic	Not Applicable

Description of Assessment Components (if applicable)

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 formativefeedback 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
Communication	Intermediate
Decision Making	Intermediate
Problem Solving	Intermediate
Critical Thinking	Intermediate

Course Policy

Policy (Academic Integrity)

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values. As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. On the use of technological tools (such as Generative AI tools), different courses / assignments have different intended learning outcomes. Students should refer to the specific assignment instructions on their use and requirements and/or consult your instructors on how you can use these tools to help your learning. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Policy (General)

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

Policy (Absenteeism)

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 not agree 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.

Policy (Others, if applicable)

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.

Last Updated Date: 29-05-2024 01:59:14

Last Updated By: Elaine Chan