Assignment Title: Creating Consumer Behaviour and Insights Assessment

Module Name: Consumer Behaviour and Insights

Learning Outcomes: Upon completion of this assessment, students should demonstrate proficiency in the following learning outcomes:

1. Fundamentals of Consumer Behavior
2. Psychological Factors Influencing Buying Decisions
3. Research Methods for Consumer Insights
4. Market Segmentation
5. Consumer Decision-Making Process
6. Consumer Motivation
7. Consumer Perception

Assessment Description: This assessment is designed to evaluate your comprehension of consumer behavior and insights. You will be tasked with delving into various facets of consumer behavior, including fundamental principles, psychological influencers, research methodologies, market segmentation, the consumer decision-making process, motivations, and consumer perception. Through this assignment, you will demonstrate your ability to apply these concepts in practical scenarios.

Assessment Instructions:

- **Choose a Scenario:** Pick a real-world context (like an industry or product) for your assessment.
- **Explore Consumer Behavior:** Investigate all aspects of consumer behavior as per learning outcomes.
- **Analyze with Theories:** Use relevant theories and ideas to understand these behaviors.
- **Use What You Learn:** Make marketing strategies better using your new insights.
- **Explain Why:** Show why your marketing ideas are good with clear reasons.
- **Show Real Examples:** Make your points stronger by giving real examples.
- **Solve Problems:** Find and fix any issues that might come up when using your ideas in the real world.
- Submit the assignment as an MS Word file on UeCampus LMS.

Word Count or Length:

The assignment should be 3500 words in length, excluding the cover page, index page, and references.

Assessment Weighting:

This assessment carries a weightage of 100% towards the final grade.

Assessment Criteria/Rubric:

- -

	Distinction	**Good**	**Pass**	**Fail**
Criteria	91-100	71-90	50-70	0-49
Content	Thorough synthesis; substantial original thought which demonstrates a deep understanding of the subject matter.	Thorough critical synthesis with original thought.	The main ideas are described with evidence of evaluation and some original thinking is included.	Insufficient information or containing irrelevant information to the topic.
Application of Theory and Literature	Expertly applies theory and integrates relevant literature to support ideas and concepts.	Clear, relevant theory application with full integration of supporting literature.	Satisfactory application of theory with the utilization of literature to substantiate ideas and concepts.	Little or no evidence of applying theory and relevant literature.
Knowledge and Understanding	Thorough exploration beyond fundamental concepts and principles.	The individual possesses extensive knowledge and a deep understanding of the fundamental principles and concepts.	The learner demonstrates a fundamental understanding of essential concepts and principles.	There is minimal or no demonstration of knowledge or comprehension of fundamental concepts and principles.
Presentation and Writing Skills	Polished, coherent, error-free presentation surpassing expected level with logical structure and syntax.	Clear, coherent and error-free presentation demonstrating mastery at this level.	Systematic and organized presentation with minor mistakes or omissions in mechanics and syntax.	The presentation lacks cohesion and logic, containing significant errors that impede the communication of meaning.
Referencing	Sophisticated application of in-text citation and referencing.	The attainment of expertise in the use of in-text citation and referencing.	Basic proficiency in in-text citation and referencing.	There is little or no evidence of proper referencing or the use of sources.

Instructor's Comments			
Total Score		**Grade**	

Instructions:

1) Circle one box for each criterion to reflect the student's performance.

2) Provide feedback for each criterion in the "Instructor's comments" row.

3) Calculate the final mark by dividing the total score by 5.

Marking and Grading	Grade			
	Distinction	**Good**	**Pass**	**Fail**
Score Range	91-100	71-90	50-70	0-49

Criteria	Score
Content	66
Application of Theory and Literature	70

Knowledge and Understanding	68
Presentation/Writing Skills	59
Referencing	77
Total Score	340 / 5 = 68 - Pass

Referencing and Citation Style: Harvard Referencing Style

Academic Integrity and Plagiarism: Plagiarism will not be tolerated. The maximum tolerance level for similarity is 15%, with no single source contributing more than 5%. Do not copy from other students' work or assignment-helping websites such as ukessays.com, etc.

Submission Format: Submit your assignment as an MS Word file on U eCampus LMS.

Contact Information: For any questions or clarifications, please contact Support@uecampus.com

Special Instructions: Please adhere to the following special instructions:

1. Create a cover page with the assignment title, title of the course and student name.
2. Use Calibri Font, with a font size of 12, and maintain a line spacing of 1.
3. Include an index/Table of Contents page.
4. Provide a References page at the end of the assignment for all sources cited.