

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2023-2024

I. Thông tin chung

Tên học phần:	Hành vi tiêu dùng		
Mã học phần:	72MRKT40143	Số tin chỉ:	3
Mã nhóm lớp học phần:	232_72MRKT40143_01		
Hình thức thi: Dự án/Đồ án/Bài tập lớn/Tiểu luận	Thời gian làm bài:	7	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Quy cách đặt tên file	<i>Student ID_Student Name_232_72MRKT40143_01_Group Name_Final</i>		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 15/03/2024.**

1. Formatting Guide

- Assignment total length should be within 30 slides PowerPoint ($\pm 10\%$),
- Individuals submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.
- This is a group assignment.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhật Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Assessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO 1	Understand the concepts and terms of consumer behavior	Group Project (with Presentation)	30%	1	3	ELO3 (S)
CLO 2	Applying the main factors (cultural, social, personal, psychological) affecting consumer behavior	Group Project (with Presentation)	30%	1	3	ELO4 (H)
CLO 3	Applying the consumer buying decision process in cases	Group Project (with Presentation)	20%	1	2	ELO5 (H)
CLO 5	Have the ability to be self-directed and responsible in future study and work	Group Project (with Presentation)	20%	1	2	ELO10,11 (S)

III. Assignment Requirement

1. Topic

Context:

Envision working within the marketing department of a university, where a critical task at hand is to delve into the motivations behind students' considerations to pause or withdraw from their studies. This role demands a deep understanding of consumer behavior, leveraging insights to craft a campaign that resonates on a personal level with students, addressing their concerns and aspirations directly.

The campaign's heart lies in empathetic communication, understanding the myriad pressures, challenges, and uncertainties that students face. It's about building a narrative that acknowledges these struggles while highlighting the long-term benefits and personal growth that come with perseverance in their educational journey.

Report Requirement:

In this task, you will prepare a report covering:

Task 1. Using the functional theory of attitudes (Katz, 1960) to conduct a primary research with the sample students to understand their struggling and reasons for considering to pause or withdraw from their studies. (3 points)

- Define your target sample;
- Choose the appropriate research method to identify the reasons for the intention to pause or withdraw of students.
- Classify the identified reasons into four functions of attitude theory defined by Katz

Task 2. Use the insights gained from task to design a campaign that resonates on a personal level with students, addressing their concerns and aspirations

- Design suitable convincing messages (3 points)
- Explain the tactics used to convince the target audience (1 point)
- Design the convincing package (1 point)

Task 3. Present orally in the group and be responsible to defense the work in-class (2 points)

Presentation requirements:

- Form a group of 4-5 members. And present the report in class for 20 minutes for each group;
- Design report using presentation slides which should be submitted individually through the CTE website and on the E-learning system;
- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide

- The assignment's total length should be within 30 slides PowerPoint ($\pm 10\%$);
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Student ID_Student Name_232_72MRKT40143_01_Group Name_Final*;
- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Criteria	Weighting (%)	Very Good 8-10 pts	Good From 6 – under 8 pts	Average From 4 to under 6 pts	Poor Under 4
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Presentation Time & Report Format	20%	<ul style="list-style-type: none"> - Perfect timing - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Adequate Timing (\pm 30 seconds) - Slide Quality: Layout & Visual clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Too short or too long (\pm 1 minute) - Slide Quality: Layout & Visual averagely clear and clean - The group works well, shares and supports each other 	<ul style="list-style-type: none"> - Finish abruptly (over \pm 1 minute) - Slide Quality: Layout & Visual unclear and unclean - The group works well, shares and supports each other
Report Content	30%	<ul style="list-style-type: none"> - Very well precise, scientific - Use numbers and academic researches for evidence - Sequence information and ideas logically and skillfully; coherent progression throughout 	<ul style="list-style-type: none"> - Mostly precise, scientific, still produce occasional errors - Use numbers and academic researches for evidence, still lack of accuracy - Arrange information and ideas quite logically; clear progression throughout 	<ul style="list-style-type: none"> - Some precise and scientific, may make some errors - Limited use numbers and academic researches for evidence information and ideas relatively logically 	<ul style="list-style-type: none"> - Limited precise and scientific, make noticeable errors - No numbers and academic researches for evidence - Lacks structure and is difficult to follow.
Creativity	20%	<ul style="list-style-type: none"> - Use creative tools and language, to convey content in a unique understanding of the topic 	<ul style="list-style-type: none"> - Express quite clear and creative arguments 	<ul style="list-style-type: none"> - Express clear and creative arguments averagely 	<ul style="list-style-type: none"> - No arguments

Presentation skills	20%	<ul style="list-style-type: none"> - Present issues and arguments attractively and persuasively - Very good interaction with audience 	<ul style="list-style-type: none"> - Present clearly but unattractive; arguments are quite persuasive - Good interaction with audience 	<ul style="list-style-type: none"> - Difficult to follow but still able to understand important contents - Inadequate interaction with audiences 	<ul style="list-style-type: none"> - Present unclearly, may not understand - No interaction with audiences
Q&A	10%	<ul style="list-style-type: none"> - Answer all questions correctly 	<ul style="list-style-type: none"> - Answer all questions, still some errors 	<ul style="list-style-type: none"> - Answer some questions 	<ul style="list-style-type: none"> - Cannot answer

Internal Verifier

MBA. Nguyễn Văn Tâm

Ho Chi Minh City, 20th March 2023

Lecturer

MSc. Trần Nguyễn Hải Ngân