Course Coordinator Site Checklist

Announcements Page

☐ 1. Does your course use the default menu structure as shown below?

☐ 2. Does your course have a banner at the top of the Announcements page similar to the example below?

☐ 3. Is there a message to welcome students to the course on the Announcements page?

Course Staff Page

☐ 1. Is the Course Coordinator listed as the first contact on the Course Staff page?

☐ 2. Are there reasons listed why students should contact the Course Coordinator?

For example:
- If you need to change tutorial group
- If you need to apply for an assignment extension
- For course administration issues

☐ 3. Are ALL staff listed on the Course Staff page with contact details and photos?

Course Help Page

☐ 1. Are there links or references to School, Faculty or UQ resources, or the ECP on **Late Submission of assignments**?

☐ 2. Are there links or references to School, Faculty or UQ resources, or the ECP on **Deferred Exam information**?

☐ 3. Are there links or references to School, Faculty or UQ resources, or the ECP on **Supplementary Assessment information**?

Learning Resources Page

☐ 1. Is the Lecture Recordings link the FIRST item on the Learning Resources page?

Lecture_Recordings

☐ 2. Are ALL the learning resources for each week or module, i.e. lecture, tutorial, seminar and reading content, in a single separate folder as shown below?

📁 **Orientation Week: Welcome**
Welcome to MKTG2501 and the study of Consumer Behaviour. Although lectures

📁 **Week 1: Consumer Behaviour Overview**
As an introduction to the course, this week you'll be examining the different approa consumers.

📁 **Week 2: Customer Journey Part 1 - Individual Decision-Making**
This week we start exploring the "micro-view" of the consumer commencing with a

📁 **Week 3: Customer Journey Part 2 - Situational Factors & Effects**
We now extend the discussion of social influence to explore specific marketplace i

☐ 3. Is there an overview of the content for each week or module below the folder title as shown above?

☐ 4. Do all learning resources provided include an indication of their content as shown below?

Lecture Notes W2: Individual Decision-Making

Attached Files: ▢ Lecture Notes Week 2 - Individual Decision-Making - 6 slides per page.pdf (526.737 KB)
▢ Lecture Notes Week 2 - Individual Decision-Making - 3 slides per page.pdf (535.108 KB)
▢ Lecture Notes Week 2 - Individual Decision-Making - 1 slide per page.pdf (2.624 MB)

This week we explore the "micro-view" of the consumer.

☐ 5. Do all file names of uploaded content contain **NO** dates?

☐ 6. Are books, book chapters, articles, database content and references provided as Library Links, contained within the Course Reading List, rather than attached as PDFs?

☐ 7. Is guidance provided on what students should do with the content as shown in the example below?

Tutorial Film W2: Trash in the eye of the beholder

Watch Media

Watch this research film before attending your tutorial and answer the following questions

- What does the film communicate about product symbolism?
- Which research approach is being used?
- How would you define this research?
- What else did you learn about consumer behaviour from this film?

☐ 8. Is the content in weekly folders or modules provided in a consistent and logical order?

Assessment Page

☐ 1. Is there an Assessment Summary table **IDENTICAL** to the ECP at the top of the Assessment page?

MKTG2501 Assessment Summary

Assessment Task	Due Date	Weighting	Learning Objectives
Research Film	11 May 18	40%	1,2,3,4,6
Research Presentation	21 May - 1 Jun 18	20%	1,2,3,4,6
Final Exam	9 - 23 Jun	40%	1,2,3,4,5,6

☐ 2. Is there separate folder for each assessment item listed in the ECP as shown below?

Research Film
As part of the assessment requirements of the course, you will create a short **Research Film** in the form of a consumer behaviour videography

Research Presentation
In addition to producing a short Research Film, your team will also give a group **Research Presentation** about your film and submit your slides

Final Exam
The Final Exam for the course is a combination of Multiple Choice Questions (MCQs) and Short Written Answers. The exam will be held within

☐ 3. Are the assessment item folder titles IDENTICAL to those on the ECP?

☐ 4. Does each folder contain **EVERYTHING** required to prepare for and/or complete the assessment item?

☐ 5. Is there a Submission Link at the **TOP** of each assessment item folder?

Research Presentation Submission Link

Click on this link to upload your presentation slides as a PDF to Blackboard.
your Course Coordinator. Attach your assignment by clicking on 'Browse My
window which will show you the file and document name. You can also see t
>> View/Complete

☐ 6. In each assessment item folder are there submission instructions or links to the appropriate Library Guide as shown above?

☐ 7. Are there details about each assessment item, or a reference to the relevant section of the ECP in each assessment item folder?

☐ 8. Is there a Marking Rubric in each assessment item folder, or a reference to the Rubric in the ECP provided, for **ALL** items marked by Rubric?

Research Presentation Rubric

Attached Files: ☐ Research Presentation Rubric.pdf (109.432 KB)