



Marketing & International Business

MARK 202 BUYER BEHAVIOUR

Trimester 2 2006

COURSE OUTLINE

Contact Details

The Course Convenor and Lecturer for MARK 202 is Kate Daellenbach. Other lecturers and guest speakers may also contribute to the course. To discuss your progress and/or address problems, please contact either the lecturer, or your tutor. **Please note office hours!** If you wish to meet outside of scheduled office hours, please make an appointment via e-mail.

Kate Daellenbach, RH1115
Telephone: 463-6255
Email: kate.daellenbach@vuw.ac.nz
Office Hrs: Mon 11.30 – 12.30 (or by appointment).

Contact details for all tutors will be available on blackboard.

Class Times and Room Numbers

MARK 202 lectures are ...

Mondays	10.30 – 11.20	RH LT1
Fridays	10.30 – 12.20	RH LT1

In addition nine one-hour tutorials will be held each week, from week three on. Times and places for the tutorials will be posted on blackboard, and will be noted in class. Sign-up for tutorials will occur in the second week of lectures, and instructions will be given in class and on blackboard.

The final exam for MARK 202 will occur in the examination period, October 16th – November 12th, 2006.

Course Objectives

By the end of this course, students should have a good working knowledge of the basics of buyer behaviour in both consumer and organisational settings. Students should be able to analyse buyer behaviour situations and apply their knowledge to situations in their own and others' purchasing decisions. Students will also develop an understanding of the use and application of research strategies and tools that contribute to the development of buyer behaviour knowledge.

The assessment in this course consists of two assignments, tutorial participation and a final exam. Each of these elements seeks to test the students' knowledge as well as provide an outlet to display their critical and creative thinking related to the subject. Assignment One

will focus upon the decision-making processes. Assignment Two will expand upon this and look more specifically at internal and external influences. The final examination will test the students' depth of understanding of the field of buyer behaviour. Tutorial participation allows for the students to engage in case discussions surrounding specific issues and concepts covered in this course.

Course Content & Schedule

Lecture	Date	Topic	Readings
01	July 10	Course Introduction	
02	July 14	Consumer Behaviour Introduced	Chap 1
03	July 17	Segmentation	Chap 2
04	July 21	Consumer Decision-Making: Problem recognition, search and evaluation	Chap 14
05	July 24	Consumer Decision-Making: situational influences and post-purchase cognitive dissonance	Chap 14 & Handout: Situational Influences
<i>Tutorial 1: Carriage Trade Medicine (Handout)</i>			
06	July 28	Consumer Decision-Making continued	Chap 14
07	July 31	Internal Influences: Needs & Motivation	Chap 3
<i>Tutorial 2: Colluding with Creativity: The Experience of Auckland Theatre Company (text, pp. 91-93)</i>			
08	Aug 4	Internal Influences: Personality	Chap 4
09	Aug 7	Internal Influences: Perception & Positioning	Chap 5
<i>Tutorial 3: Self-concept and Murdoch Magazines (text, pp. 125-127)</i>			
10	Aug 11	Internal Influences: Learning	Chap 6
<u>Assignment 1 due Friday, August 11th</u> <i>in class or by 5pm to the appropriate box on the Mezzanine floor, Rutherford House.</i>			
11	Aug 14	Internal Influences: Learning	Chap 6
<i>Tutorial 4: Tutorial handout and in-class exercise</i>			

12	Aug 18	Internal Influences: Attitudes	Chap 7
<i>August 21 – September 3: Mid-semester break</i>			
13	Sep 4	External Influences: Media & Social Influences	Chap 8
<i>Tutorial 5: Yellow Pages Resonates with Female Market (text, pp. 282-286)</i>			
14	Sep 8	External Influences: the Family	Chap 9
15	Sep 11	External Influences: Social Class	Chap 10
<i>Tutorial 6: The Geelong Performing Arts Centre (text, pp. 365-369)</i>			
16	Sep 15	External Influences: Culture	Chap 11
17	Sep 18	External Influences: Subcultures	Chap 12
<i>Tutorial 7: The Ritual of Watching Shortland Street (text, pp. 397-399)</i>			
18	Sep 22	External Influences: Cross-cultural CB	Chap 13
<i>Assignment #2 due Friday, September 22nd</i> <i>in class or by 5pm to the appropriate box on the Mezzanine floor, Rutherford House.</i>			
19	Sep 25	Organisational Buying	Chap 16
<i>Tutorial 8: Routinising Novelty – Australia’s Toy Buyers (text, pp. 564-567)</i>			
20	Sep 29	Opinion Leadership	Chap 15 p. 507-521
21	Oct 2	Diffusion of Innovation	Chap 15 pp. 521-548
<i>Tutorial 9: Diffusion of Innovation (handout) (final tutorial session)</i>			
22	Oct 6	Ethics & Consumer Protection	Chap 17
23	Oct 9	Decision-Making revisited	Chap 14
24	Oct 13	Course wrap-up and review	

Note: There may be a need to revise some of these dates, depending on availability of guest speakers. Changes will be notified in class and/or on the blackboard site.

Expected Workload

MARK 202 is a 24-point course. In keeping with this, the workload expectations for this course amount to approximately 14 hours of study per week, over the 14 week period, in addition to lectures and tutorials. This time includes time reading, preparing for tutorials, completing assignments and thinking about the course material. To get the most out of the course, come **prepared** for all course lectures and tutorials. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole.

Group Work

There is no formal component of group work involved in this course. However, learning to work effectively in a group is an important element of a university education, and students will be encouraged to work in groups during lectures and tutorials.

Readings

The prescribed text for the course is a new text for this year, and may be purchased from the Victoria Book Store:

Title: Consumer Behaviour: Edition 3 (2005)
Authors: Leon Schiffman, David Bednall, Aron O’Cass, Angela Paladino, Leslie Kanuk
Publishers: Pearson Prentice Hall

Additional readings indicated in the course outline will be handed out in the class or in tutorials. Additional short readings and videos are often utilized to supplement the text. In this instance, readings will be handed out in the class in which they are used.

Writing Guidelines to be used for assignments will be handed out to the class and will be available on the blackboard site. Please familiarize yourself with these.

Materials and Equipment

No additional materials or equipment are necessary for this class or the final exam. If English is a second language for you, you may make use of an appropriate dictionary in the final exam.

Assessment Requirements

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below. Further details on the assignments will be handed out to the class and posted on the blackboard site.

- 1 Assignment 1: worth 20%**
Hard copy and electronic file* due: 5.00pm, Friday, August 11th
- 2 Assignment 2: worth 30%**
Hard copy and electronic file* due 5.00pm, Friday, September 22nd
- 3 Tutorial participation 10%**
The student’s contribution and participation to tutorials will be evaluated and recorded at the end of each tutorial by tutors. An overall tutorial mark will be awarded at the completion of the semester. The evaluation will be based on attendance, quality (not

quantity) of contribution to discussion, and demonstrated ability to link the case and discussion to consumer behaviour concepts.

4. Final examination 40%

Date: TBA (The final exam/study period runs from Oct 16th to Nov 12th, 2006)

This exam will be closed book and three hours in duration.

Assignments will typically be handed back during tutorial times. If you miss this opportunity, please check the blackboard site for further instructions.

Assignments handed in late must be date stamped and signed-in by the 11th floor reception. Do NOT slide them under doors or put them into the box after the due date.

Penalties

If assignments are submitted late, you will lose 10% per day for each day late unless written permission for an extension has been obtained in advance from the Course Convener. In other words, if you score 75% on an assignment, but it is 2 days late, you would lose 20% of 75%, and your final score would be 60%. Penalties for exceeding the word limit will be noted in the detailed explanation for each assignment.

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 202, you must:

- Achieve 50% of total marks,
- Attend at least seven of the nine tutorials,
- Submit both assignments, as outlined in the assessment section and
- Score over 40% in the registry exam.

Communication of Additional Information

Course information and lecture notes will be posted on the Blackboard website – <http://blackboard.vuw.ac.nz>. This site will contain regular announcements, assignment information, external links, lecture notes and other resources. Lecture notes available will provide a **framework only** of the main points presented in the lectures. Additional Information and/or announcements which may need to be made from time to time will be posted on the 202 blackboard site, and made in class when possible.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.