

School of Marketing & International Business

MARK 202 BUYER BEHAVIOUR

Trimester Two 2007

COURSE OUTLINE

Contact Details

The Course Co-ordinator 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: Wed 1.30 – 2.30pm (or by appointment).

Contact details for all tutors will be available on blackboard.

Class Times and Room Numbers

MARK 202 lectures are ...

Tuesday 11.30 – 12.20 RH LT1

Wednesday 11.30 – 1.20 RH LT1

In addition seven one-hour tutorials will be held each week, from week three on, as noted in the schedule. Times and places for the tutorials will be posted on blackboard, and will be noted in class. Sign-up for tutorials will occur via S-cubed, instructions for which will be provided in class and on the blackboard site.

The final examination for MARK 202 will occur in the examination period:
October 15th – November 11th, 2007.

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 examination. Each of these elements seeks to test the students' knowledge as well as provide an outlet to practise and 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 11	Consumer Behaviour Introduced & Segmentation	Chap 1 Chap 2
03	July 17	Segmentation continued	Chap 2
04	July 18	Consumer Decision-Making: Problem recognition, search and evaluation	Chap 14
05	July 24	Consumer Decision-Making: post-purchase cognitive dissonance	Chap 14
06	July 25	Consumer Decision-Making: situational influences	Handout
<i>Tutorial 1: Carriage Trade Medicine (Handout)</i>			
07	July 31	Internal Influences: Needs & Motivation	Chap 3
08	Aug 1	Internal Influences: Personality	Chap 4
<i>Tutorial 2: Auckland Theatre Company (text, pp. 91-93)</i>			
09	Aug 7	Internal Influences: Perception & Positioning	Chap 5
10	Aug 8	Internal Influences: Learning	Chap 6
<i>Tutorial 3: Prams are not just for babies (handout)</i>			
<i>Assignment 1 due Friday, August 10th by 12noon to the appropriate box on the Mezzanine floor, Rutherford House.</i>			
11	Aug 14	Internal Influences: Learning	Chap 6

12	Aug 15	Internal Influences: Attitudes	Chap 7
<i>Tutorial 4: Cool Communities Program (text, pp. 252-253)</i>			
<i>August 21 – September 3: Mid-semester break</i>			
13	Sep 4	External Influences: Media & Social Influences	Chap 8
14	Sep 5	External Influences: the Family	Chap 9
<i>Tutorial 5: Yellow Pages Resonates with Female Market (text, pp. 282-286)</i>			
15	Sep 11	External Influences: Social Class	Chap 10
16	Sep 12	External Influences: Culture	Chap 11
<i>Tutorial 6: The Geelong Performing Arts Centre (text, pp. 365-369)</i>			
17	Sep 18	External Influences: Subcultures	Chap 12
18	Sep 19	External Influences: Cross-cultural CB	Chap 13
<i>Tutorial 7: The Mundane, Knowne and Fantasy Worlds (handout)</i>			
<i>Assignment #2 due Friday, September 21st</i> <i>By 12noon to the appropriate box on the Mezzanine floor, Rutherford House.</i>			
19	Sep 25	Organisational Buying	Chap 16
20	Sep 26	Opinion Leadership	Chap 15 p. 507-521
21	Oct 2	Diffusion of Innovation	Chap 15 pp. 521-548
22	Oct 3	Ethics & Consumer Protection	Chap 17
23	Oct 9	Decision-Making revisited	Chap 14
24	Oct 10	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 22-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 utilised 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 familiarise yourself with these.

Materials and Equipment

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

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 due:, August 10th
Electronic copy due by the following Monday*

2 Assignment 2: worth 30%
Hard copy due: 12noon, Friday September 21st
Electronic copy due by the following Monday*

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 examination/study period runs from Oct 15th to Nov 11th, 2007)

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.

** All assignments must be handed in as a hard copy as well as an electronic file, by the due date/time. Assignments are checked through the use of Turnitin (please see notes at the end of this outline). More details on the procedure will follow with assignments.*

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 Co-ordinator. 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 six of the seven tutorials,
- Submit both assignments, as outlined in the assessment section and
- Score over 40% in the final examination.

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 MARK 202 blackboard site, and made in class when possible.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.

- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.