

School of Marketing and International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester Two 2008

COURSE OUTLINE

Name and Contact Details

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Office Hours:

Thursday 2.30pm – 3.30pm

Please email me if you need to make an appointment outside my office hour.

Trimester Dates

Monday 7th July to Saturday 8th November 2008

Lecture Times and Room Numbers

Thursday 3.40pm – 6.30pm RHG02

Commencing 10th July 2008

Introduction

The BCA (Hons) Programme in Marketing is designed to further develop the intellectual capabilities and skills of those who have recently completed a Bachelor's Degree with a Major in Marketing. It is our conviction that the programme will develop a participant's capacity to make valuable contributions to marketing practice through further advanced study and research in the discipline. The role of MARK 410 is to introduce students to the academic literature dealing with consumer behaviour but from a decidedly more interpretive, qualitative orientation.

Course Objectives

- (1) To build an understanding of consumer behaviour from an interpretivist perspective.
- (2) To familiarise students with some of the issues and theories that are considered important in consumer behaviour.
- (3) To familiarise students with a range of qualitative methodologies utilised in consumer research.
- (4) To prepare some students for Masters and PhD thesis research or research in other professional marketing settings.

Learning Outcomes

Upon completion of the course you should be able to:

1. Read and understand seminal and current research output in the discipline.
2. Critically evaluate this research output, from a philosophical and methodological point of view.
3. Understand the research process, as it applies to qualitative research paradigms.

Course Content

Week	Lecture	Topics & Key Issues	Due dates
1	Thurs 10 th July	Introduction & Overview	
2	Thurs 17 th July	Consumer Culture & the Co-creation of Meaning	
3	Thurs 24 th July	Interpretive Inquiry I	Paper Critique Presentations begin
4	Thurs 31 st July	Interpretive Inquiry II	
5	Thurs 07 th Aug	Affect & Cognition	
6	Thurs 14 th Aug	Self-Concept & Identity	
7 & 8	18/08 – 31/08	Mid-trimester Break	
9	Thurs 04 th Sept	Attitude Theory	
10	Thurs 11 th Sept	Role Transitions & Rituals	
11	Thurs 18 th Sept	Anti-consumerism	
12	Thurs 25 th Sept	Sub-cultures & Communities	Concept Paper due 25 th September
13	Thurs 02 Oct	Servicescapes	
14	Thurs 09 th Oct	The Dark Side to Consumption	
15		No seminar	Essay due Thursday 16 th Oct

Note: This is a tentative outline.

Expected Workload

The course comprises of seminars/presentations/discussions and out-of-class exercises. A set of readings and assigned course work has been designed to assist learning.

Students are expected to spend an average of 12-15 hours per week on the various activities associated with the course. Here is an indicative breakdown of how this time should be spent per week:

	<u>Hours</u>
Class	3
Reading & Study	3-4
Assignment Preparation	2
Course Projects	4-5

Readings

The Reading material for this course consists of a set of journal papers that will be made available to you in Week 1. Week 1's readings (with links) are available on page 6 – you are expected to have read the articles before attending the first lecture.

Assessment Requirements

MARK 410 is 100% internally assessed, as shown below.

Assessment	%	Due Date
Paper Critiques – Presentations (3) <i>Everyone will be responsible for presenting 3 journal paper critiques (30 minutes each). In week 1, three papers will be assigned to each student.</i>	45	Throughout the trimester
Concept Paper – Written <i>2500-300 words</i>	25	Thursday 25 th September
Essay <i>1500-2000 words</i>	20	Thursday 16 th October
Class preparation & contribution	10	Throughout the trimester
	100%	

Assessment Information & Penalties

Handing in assignments: The lecturer will collect assignments in class on the due date.
NOTE: Any work received after the deadline will be deemed late and incur penalties.

Late assignments: Assignments received after the deadline will have 10% deducted from the available grade, per day. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc.

Late assignments must be date stamped and signed-in by the 11th floor reception staff.

Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 410 Course Coordinator.

Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **5% for every 500 words** over the limit (i.e. 1 page if it's single spaced, 1 ½ pages if 1.5 spacing is used).

Mandatory Course Requirements

To meet mandatory course requirements students must submit ALL pieces of internal assessment. Students must also achieve a composite mark of at least 50% of the total marks, i.e. 50/100. Failure to meet these requirements will jeopardise your ability to pass the course.

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 410 Blackboard announcements and/or communicated through e-mail. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your SCS username and student ID. Click on the MARK 410 course heading under My Courses.

It is up to you to make sure that you check Blackboard on a regular basis. The lecturer cannot be held responsible if you do not check the notices or the various Discussion Boards frequently.

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.

Use of Turnitin

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.victoria.ac.nz/home/about/policy/students.aspx

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

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

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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

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@yuv.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@yuv.ac.nz or phone (04) 463 5842.

Disclaimer

While every effort has been made to ensure that the information contained in this document is accurate, the information is subject to change. Changes will be notified in class, on Blackboard, and/or tutorials. Students are encouraged to check notice boards, blackboard, etc for any changes. It is your responsibility to be informed.

Reading List for Week 1: Introduction & Overview

Arnould, Eric. J., and Craig .J. Thompson (2005), “Consumer Culture Theory (CCT): Twenty Years of Research”, [*Journal of Consumer Research*](#), 31 (4), 868-882.

Calder, Bobby, J., and Alice M. Tybout (1987), “What Consumer Research Is”, [*Journal of Consumer Research*](#), 14 (June), 136-140.

Holbrook, Morris, B. (1987), “What is Consumer Research”, [*Journal of Consumer Research*](#), 14 (June), 128-132.