

School of Marketing and International Business

MARK 202 BUYER BEHAVIOUR

Trimester One 2009

COURSE OUTLINE

Names and Contact Details

The Course Co-ordinator for MARK 202 is Kate Daellenbach. Lecturers include Kate Daellenbach and Brian Imrie. Other guest speakers may also contribute to the course. To discuss your progress and/or address problems, please contact either a 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.

Lecturer Contact Details: Kate Daellenbach, RH1117, telephone: 463-6255,
e-mail: kate.daellenbach@vuw.ac.nz
Office Hrs: Tues 12.30 – 1.30pm (or by appointment).

Brian Imrie, RH 1125, telephone: 463-6914
e-mail: brian.imrie@vuw.ac.nz
Office Hrs: Fri 1.00 – 3.00pm (or by appointment).

Tutor Contact Details: Contact details for all tutors will be available on blackboard.
For tutorial allocation enquiries contact helen.hynes@vuw.ac.nz

Trimester Dates

Trimester one begins Monday, 2 March, 2009 and ends Wednesday 1 July, 2009, including the examination period.

Class Times and Room Numbers

Lectures: All MARK 202 lectures will take as follows:

Tuesdays: 10.30am – 11.20, Rutherford House, RHLT1
Fridays: 10.30am – 12.20, Rutherford House, RHLT1

Tutorials: In addition to the lectures, seven one-hour tutorials will be held as noted in the schedule which follows. 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.

Withdrawal dates:

Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

Course Content

Lectures and Week/Dates	Topic	Readings
Week 01 Mar 3, 6	Course Introduction Consumer Behaviour Introduced Segmentation	Chap 1 Chap 2
Week 02 Mar 10, 13	Segmentation continued Consumer Decision-Making: Problem recognition, search and evaluation	Chap 2 Chap 14
Week 03 Tute Week of Mar 16 rd	<i><u>TUTORIAL #1</u></i> <i>Segmentation:</i> <i>Case 2.2 Auckland Theatre Company: Segmenting the theatre audience</i>	Text pp 565-567
Week 03 Mar 17, 20	Consumer Decision-Making: post-purchase cognitive dissonance	Chap 14
Week 04 Tute Week of Mar 23 rd	<i><u>TUTORIAL #2</u></i> <i>Decision-making:</i> <i>Carriage Trade Medicine case</i>	Handout
Week 04 Mar 24, 27	Internal Influences: Needs & Motivation Internal Influences: Personality	Chap 3 Chap 4
<u>Assignment #1 due Monday, March 30th, 12noon</u> <i>to the MARK 202 box on the Mezzanine floor, Rutherford House.</i>		
Week 05 Tute Week of Mar 30 th	<i><u>TUTORIAL #3</u></i> <i>Personality & Self-concept:</i> <i>Case 4.3 Dove's self-esteem campaign</i>	Text pp 574 - 577
Week 05 Mar 31, Apr 3	Internal Influences: Perception & Positioning Internal Influences: Learning	Chap 5 Chap 6
Week 06 Tute Week of Apr 7 th	<i><u>TUTORIAL #4</u></i> <i>Perception</i> <i>Case 5.2 The selective perception of attributes</i>	Text pp 579 - 583

Week 06 Apr 7	Internal Influences: Attitudes <i>Note: No lecture Apr 10th</i>	Chap 7
<i>April 13th – 26th: Mid-trimester break</i>		
Week 07 Apr 28, May 1	<i>* no tutorial this week *</i> Internal Influences: Attitudes (continued) External Influences: Media & Social Influences	Chap 7 Chap 8
Week 08 Tutorial May 4 th -	<u>TUTORIAL #5</u> <i>Reference Groups:</i> <i>Case 8.1 Laid-back surfwear gets a dressing down</i>	Text pp 590 - 591
Week 08 5, 8	External Influences: The Family External Influences: Social Class	Chap 9 Chap 10
Week 09 Tutorial May 11 th -	<u>TUTORIAL #6</u> <i>Social Class:</i> <i>The Eagle has landed</i>	Handout
Week 09 May 12, 15	External Influences: Culture, Subculture and Cross-cultural Buyer Behaviour	Chap 11, 12, 13
Week 10 tutorial May 18 th -	<u>TUTORIAL #7</u> <i>Subcultures:</i> <i>Generation Y</i>	Handout
Week 10 May 19, 22	Opinion Leadership Diffusion of Innovations	Chap 15
<u><i>Assignment #2 due Monday, 25th May, 12 noon</i></u> <i>to the MARK 202 box on the Mezzanine floor,</i> <i>Rutherford House</i>		
Week 11 May 26, 29	Organisational Buying Behaviour Ethics & Consumer Protection	Handout Chap 16
Week 12 Jun 2, 5	Consumer Decision-Making revisited Course wrap-up and review <i>* No tutorials this week</i>	Chap 14

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.

Course Learning Objectives

By the end of this course, students should be able to achieve the following objectives.

Assessment is indicated which relates to each objective.

- Apply the theories of buyer behaviour in both consumer and organisational settings (*tutorials, assignments, final exam*);
- Analyse consumer decision-making processes using buyer behaviour principles to make recommendations for marketing plans (*assignments*);
- Critique purchasing decisions (their own and others'), as well as existing marketing materials in light of buyer behaviour knowledge (*tutorials, assignments*);
- Explain the use and application of research strategies and tools that contribute to the development of buyer behaviour knowledge (*assignments*);
- Explain ethical issues that relate to the field of buyer behaviour, and marketing's subsequent responsibilities to consumers and society (*throughout the course*);
- Communicate buyer behaviour theory and their ideas effectively, orally and in writing (*tutorials, assignments, final exam*);
- Generate and utilise critical and creative thinking skills, individually and within teams (*tutorials, assignments, final exam*).

Expected Workload

MARK 202 is a 22-point course. In keeping with this, the workload expectations for this course amount to approximately 13 hours of study per week, over the trimester. This time includes time attending lectures and tutorials (3-4 hours per week), preparing for lectures and tutorials (5 hours per week) and preparing assignments and studying for the final exam (5 hours per week). 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.

Readings

The prescribed text for the course is noted below, and may be purchased from the Victoria Book Store:

Title: Consumer Behaviour: 4th edition (2008)
Authors: Leon Schiffman, David Bednall, Aron O'Cass, Angela Paladino,
Steven Ward, 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: 12 noon, Monday, 30th March

Electronic copy due by the following Wednesday, 5pm*

2 Assignment 2: worth 30%

Hard copy due: 12noon, Monday, 25th May

Electronic copy due by the following Wednesday, 5pm*

3 Tutorial participation: worth 10%

The student's contribution and participation to all 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 quality (not quantity) of contribution to discussion, and demonstrated ability to link the case and discussion to consumer behaviour concepts.

4 Final examination: worth 40%

Date: TBA (The final examination/study period runs from 8th June – 1st July, 2009)

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

The first assignments will be handed back during tutorial times. If you miss this opportunity, please check the blackboard site for further instructions. Instructions for the return of Assignment #2 will be posted on blackboard.

Late assignments 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 noted date/time (see Assignment sheets). Assignments are checked for plagiarism through the use of Turnitin (please see notes at the end of this outline). More details on the procedure will follow with assignments.*

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The examination dates for trimester one run from Friday, 12 June to Wednesday, 1 July, 2009 (inclusive).

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:

- Attend at least six of the seven tutorials,
- Submit both assignments, as outlined in the assessment section,
- Obtain a minimum mark of 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.