

School of Marketing and International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester One 2009

COURSE OUTLINE

Name and Contact Details

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Lecturer/Course Coordinator

Room 1124

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Office Hours:

Wednesday 2pm – 3pm

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

Trimester Dates

Monday 02nd March to Wednesday 01st July 2009

Lecture Times and Room Numbers

Wednesday 09.30am – 12.20pm RHG01

Commencing 04th March 2009

Withdrawal dates: Information available via

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

Course Content

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 ability to make valuable contributions to marketing practice through further advanced study and research in the discipline. The purpose of MARK 410 is to introduce students to consumer behaviour research but from a decidedly more academic, interpretive, and qualitative orientation. 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.

Seminar schedule

Week	Lecture	Topics & Key Issues	Due Dates
1	Wed 04 th March	Course Overview: What is Consumer Research?	
2	Wed 11 th March	Interpretive Inquiry I	
3	Wed 18 th March	Interpretive Inquiry II	Group presentations
4	Wed 25 th March	Self-Concept, Identity & Symbolic Consumption	Written critique due
5	Wed 01 st April	Attitude & Involvement	
6	Wed 08 th April	Consumer Relationships, Sub-Cultures & Brand Communities	Individual presentations begin
7 & 8	13 th – 26 th April	Mid-Trimester Break	
9	Wed 29 th April	Decision Making	
10	Wed 06 th May	Place-Related Identity & Servicescapes	Concept paper
11	Wed 13 th May	Media Consumption & Technology	
12	Wed 20 th May	Theory of Shopping	
13	Wed 27 th May	Ethics, Morality & Social Responsibility: The Dark Side of Consumer Behaviour	
14	Wed 03 rd June	Presentations	Conducting & analysing interviews presentations
15	Fri 12 th June		Conducting & analysing interviews written assignment

Note: This is a tentative schedule.

Course Learning Objectives

1. Explain interpretivist consumer behaviour literature and research (Assessments 1 – 6)
2. Critique issues and theories that are considered important in consumer behaviour research (Assessments 1 – 6)
3. To demonstrate familiarity with a range of qualitative methodological approaches that are utilised in consumer research (Assessments 1 & 5)
4. Construct answerable (i.e. researchable) questions regarding consumer behaviour and convert such questions into feasible research projects (Assessments 4 & 5)
5. Design and lead a seminar discussion to a group of peers (Assessments 1, 3, 5a)
6. Undertake advanced research in academic and other professional marketing settings (Assessments 4 & 5)

Expected Workload

Students are expected to spend an average of 10 hours per week on the various activities associated with the course, although the workload will vary throughout the course. However, here is an indicative breakdown of how this time should be spent per week:

	Hours per week
Class attendance	3
Readings & preparation	2 – 3
Assessment preparation	4 – 6

Group Work

One of the assignments involves group work. Each member of the group should commit 6 – 8 hours to the group project, and every member is expected to be involved in the presentation. Assessment will be calculated on the group's final performance.

Readings

The Reading material for this course consists of a set of journal papers. A list of readings for weeks 2 – 14 (please refer to the *Seminar Schedule* on page 2 of this outline) will be made available to you in Week 1.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations, and class participation.

Assessment Requirements

Assessment	%	Due Date
1. Group presentation	10	<i>Wednesday 18th March.</i> Powerpoint slides need to be emailed to the lecturer by 8.30am.
2. Written Critique	10	<i>Wednesday 25th May</i> , to be submitted to <i>Turnitin</i> before class, and to be handed to the lecturer in class by 9.30am.
3. Individual presentation	10	Presentations will take place between weeks 6 and 13. Papers will be assigned in week 2. Powerpoint slides need to be emailed to the lecturer by 8.30am on the day of the scheduled presentation.
4. Concept Paper	20	<i>Wednesday 6th May</i> , to be submitted to <i>Turnitin</i> before class, and to be handed to the lecturer in class by 9.30am.
5. Conducting & Analysing Interviews <ul style="list-style-type: none">▪ 15% presentation (5a)▪ 25% written assignment (5b)	40	Presentations will take place on <i>Wednesday 03rd June</i> . Powerpoint slides need to be emailed to the lecturer by 8.30am. Written assignments are due on <i>Friday 12th June, 12pm</i> . To be submitted to <i>Turnitin</i> by 12pm, and to be handed in to the reception desk on the 11 th floor of Rutherford House by 12pm.
6. Class preparation & contribution	10	Throughout the trimester.
Total	100%	

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. Assignments must also be submitted to *Turnitin* before class.

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) on a case by case basis 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 **10% for every 500 words** over the limit.

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.

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.