

School of Marketing & International Business

## **MARK 252 BUYER BEHAVIOUR (DISTANCE)**

Trimester Two 2009

### **COURSE OUTLINE**

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#### **Contact Details**

The Course Co-ordinator and Lecturer for MARK 252 is Jayne Krisjanous.

e-mail: [jayne.krisjanous@vuw.ac.nz](mailto:jayne.krisjanous@vuw.ac.nz)

In the first instance, as with on-campus lecture-based courses, your first point of contact should be the course tutor(s) through the online discussion boards on Blackboard.

#### **Class Times and Room Numbers**

As this is a distance course, there are no class times.

**Trimester Dates:** Monday 13 July to Saturday 14 November 2009. The mid trimester break is from the 24<sup>th</sup> August til the 6<sup>th</sup> September for the mid-trimester break. The Discussion Boards will not be checked during this time. The end of year study period will be from Monday 19 October to Monday 26 October 2009. The final examination for MARK 252 will be during the weeks Tuesday 27 October to Saturday 14 November 2009 in rooms on campus to be determined at a later date.

**Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.**

**Withdrawal dates:** Information available via

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

## Course Learning Objectives

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

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

## Course Content

As this is a distance course, all course content is located on your DVD and in Blackboard on the course website.

As a quick reference, the course is broken down into 10 modules as follows:

MODULE 1.1 Defining Consumer Behaviour & Market Segmentation

MODULE 1.2 Consumer Decision-Making

MODULE 2.1 Internal Influences: Needs, Motivations and Personality

MODULE 2.2 Internal Influences: Perception and Learning

MODULE 2.3 Internal Influences: Attitudes

MODULE 3.1 External Influences: Communications & Reference Groups

MODULE 3.2 External Influences: The Household and Social Class

MODULE 3.3 External Influences: Culture and Subculture

MODULE 4.1 Opinion Leadership and the Marketing of Innovations

MODULE 4.2 Organisational Buying Behaviour and Ethics

## Using Blackboard

Once you are into your course, you can navigate around using the left hand panel (main menu).

Below is an outline of the main menu items in the flexible MARK 252 site.

Assessment	<b>Details and dates assessment, discussion board postings and tests.</b>
Discussion	<b>Used for participating in the mandatory online weekly discussions as well as</b>

	<b>for queries, problems and feedback.</b>
Staff	<b>Details of staff involved in the course.</b>
FAQ	<b>Where you will find a copy of the Course Outline.</b>
Gradebook	<b>Will eventually contain your assessment grades.</b>
Tools	<b>Personal tools. Also where you will find the online Blackboard manual.</b>
Feedback	<b>Where you give your anonymous feedback for the course.</b>
Useful links	<b>Information on distance library services.</b>

### **Additional Blackboard Help**

For more information on using Blackboard, have a look at the Blackboard Learning System *Student Manual*, available at [http://company.blackboard.com/docs/cp/learning\\_system/release6/student/](http://company.blackboard.com/docs/cp/learning_system/release6/student/)

### **Group Work**

There is no group work in MARK 252.

### **Expected Workload**

It is expected that between video lectures, video cases studies, interactivities and assigned reading you should expect to spend at least 10-15 hours per week in reading, discussion board posting and preparation, in addition to thinking about and working on the course material. It is vital that you meet all compulsory assessment according to established dates and times.

### **Readings**

The prescribed text for the course is:

Title: Consumer Behaviour: 4<sup>th</sup> edition (2008)  
 Authors: Leon Schiffman, David Bednall, Aron O’Cass, Angela Paladino,  
 Steven Ward, Leslie Kanuk  
 Publishers: Pearson Prentice Hall

**You must have the 4<sup>th</sup> edition as most of your mandatory Discussion Board cases are taken from this.**

Any additional readings indicated in the course outline will be included in the initial MARK 252 package mailed to you which is Chapter 16: Organisational buying from the 3rd edition of Consumer Behaviour.

Writing Guidelines to be used for assignments will be available on the Blackboard site in the FAQ folder. Please familiarise yourself with these.

Victoria Book Centre has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz)

## Materials and Equipment

Please refer to the appendix at the back of this outline for reference to issues related to the use of the DVD and website associated with MARK 252.

## Assessment Requirements

Assessment in this course consists of two assignments, a multi-choice test 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 multi-choice test will focus on learning from Chapters 1-7 of the course text. The final examination will test the students' depth of understanding of the field of buyer behaviour.

For details, please refer to the 'Mandatory Course Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

## Assessment Breakdown

### Assignments

Assignment One	Due	Thursday 6th August at 8pm (NZ time)	20%
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*(Learning Objectives: 1 – 7)*

Assignment Two	Due	Thursday 1 <sup>st</sup> October at 8pm (NZ time)	30%
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*(Learning Objectives: 1 – 7)*

### Test

Multi-choice Test: to be completed in a 60 minute time slot any time between 6am Saturday 15th August to 6am Monday 17 <sup>th</sup> August (NZ time)	10%
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*(Learning Objectives: 1 – 7)*

**NB** The recommended due date for the practice multi-choice test is Friday 7th August. The final due date is Wednesday 12<sup>th</sup> August 8pm (NZ time)

For further information on submission of the assignments and multi-choice test please refer to the Blackboard site.

<b>Final examination</b>	TBA	40%
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Three hours closed book.  
*(Learning Objectives: 1, 5 & 7)*

The examination period is Tuesday 27 October to Saturday 14 November 2009

*Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

## 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.

There will be penalties associated with late submission of discussion board postings, which are described more in the section below.

### **Mandatory Course Requirements**

The course requirements for MARK 252 are that you **MUST** contribute to **all** 10 compulsory discussion boards. In addition, much like tutorial attendance on campus, it is a mandatory requirement that you not post late for more than 2 of these discussions. Students must submit the two assignments, the “practice” multi-choice test and the multi-choice test proper. Students must also sit the final examination during examination week and achieve at least 40% in the final examination. A total of 50% of total course marks overall must be achieved.

Please go to the *Assessment* section in the main menu for more information.

### **Communication of Additional Information**

For any course content related questions or course administration queries or problems, including Blackboard issues, please first go into the appropriate *Discussion* as solutions or hints to these queries are often provided by your classmates and tutors will be overseeing and facilitating these discussions. For unresolved queries relating to the above issues, contact the MARK 252 Course Co-ordinator, Jayne Krisjanous, e-mail: [jayne.krisjanous@vuw.ac.nz](mailto:jayne.krisjanous@vuw.ac.nz)

**For the following important information follow the links provided:**

#### **Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

#### **General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

#### **Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

#### **Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)

*see over*

# APPENDIX

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## Information for Distance Students 2009

These guidelines have been prepared for distance students enrolled in MARK 252. **It is important that you read them thoroughly as they contain crucial information.**

### **Step-by-Step How to Get Started**

1. Please put the DVD into your Drive. If the 'What do you want Windows to do' pops up – just click cancel.
2. Open up the DVD.
3. Copy the application VicDistance.exe icon (or VicDistance.app in the Apple Mac users folder) onto your desktop or into your programs folder. If you experience any messages just click cancel.
4. Start the application (double click the VicDistance icon).
5. Click on the 'Getting Started' button which is above the image of the lecturer.
6. Follow the instructions in Getting Started and watch all the introductory videos. Please follow all instructions (including clicking the 'Access Blackboard' button – see below – plus 'Key Dates' and 'Announcements').

### **Logging into Blackboard:**

Log on using your SCS username and password.

a. **SCS username**

The *username* is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short first name). If the username already exists a number is added.

eg Darren Hay - haydarr, or haydarr1 etc. **Your *username* is printed on your confirmation of study form**

b. **SCS password**

Your initial password is your student ID number.

**When you log-on for the first time you must change your password for all the services to work.** This is necessary for the security of your account. More information on changing your password is available via the password link at the top of any SCS webpage.

Once you have logged into Blackboard, select your course from under *My Courses*.

- c. If you are experiencing problems with logging onto Blackboard, contact SCS (ITS Helpdesk) normally by phone first (as this will tend to be the quicker

option):

**via Phone** - available 8.00am-5.30pm weekdays (except during a staff meeting 3.00pm-4.00pm on Thursdays).

(04) 463 5050 - off campus

5050 - on campus

You can access all this information online at <http://www.vuw.ac.nz/scs>

**via Email**- emails will be answered between 10.00am-4.00pm weekdays  
[scs-help@vuw.ac.nz](mailto:scs-help@vuw.ac.nz)

7. Once you have completed the 'Getting Started' section please begin the course. Module 1.1 is in Section 1: *Introduction to Marketing*. You access it by clicking the *Customer* button near the top left corner.

## Library Services

Look at the library website to see what the library offers for distance students

<http://www.vuw.ac.nz/library/services/distance/>.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

## Lending Services

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

*To make a request for books or journal articles, complete the electronic form at:*

<http://www.vuw.ac.nz/library/services/distance/request.shtml>

*or*

*Contact the Distance Lending Services:*

Email: [lending-distance@vuw.ac.nz](mailto:lending-distance@vuw.ac.nz)

Telephone: 0800 700002

Fax: (04) 4636663

Post: Lending Services (Distance)  
Victoria University of Wellington Library  
PO Box 3438  
Wellington

## Access to Online Databases

You can search for journal articles using the online databases at

<http://distance.scs.vuw.ac.nz/sites/>. Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once).

For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at

<http://www.vuw.ac.nz/library/services/ask>

## Accessing Electronic Journals

1. To access electronic journals which the University subscribes to, follow these steps:  
Search for the journal on the Online Library Catalogue  
(<http://victoria.conzulsys.ac.nz/>)
2. If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field. Make a note of the database.
3. Go to the online databases page for off-campus students  
(<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.
4. You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
5. You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.