

School of Marketing and International Business

## **MARK 202 BUYER BEHAVIOUR**

Trimester One 2010

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Lecturer: Kate Daellenbach

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**Office Hours: Wednesdays 1200 – 1400** (or by appointment).

Contact details for tutors will be available on blackboard. Guest speakers may also contribute to this course, and this information will be communicated to the class throughout the term.

#### **Trimester Dates**

Please note the following dates for this Trimester:

Teaching Period: Monday 1<sup>st</sup> March – Friday 4<sup>th</sup> June 2010

Study Period: Monday 7<sup>th</sup> June – Thursday 10<sup>th</sup> June 2010

Examination Period: Friday 11<sup>th</sup> June – Wednesday 30<sup>th</sup> June 2010 (inclusive)

#### **Withdrawal from Courses:**

Information available via:

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission**  
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

**Withdrawal dates: refunds:**

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

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

Lectures: All MARK 202 lectures will take place as follows:

Wednesdays: 9.30am – 11.20, Rutherford House, RHLT1

- Workshops:** There will be 3 workshops for MARK 202 on dates indicated in the schedule below. These workshops will take place in Rutherford House, RHLT1 unless indicated otherwise in the schedule.
- Midterm:** This course has one 2-hour midterm, scheduled on the evening of Monday 29<sup>th</sup> March. The time and place will be announced in class and on blackboard.
- Tutorials:** Seven one-hour tutorials will be held as noted in the schedule. Times and places for the tutorials will be posted on blackboard. Sign-up for tutorials will occur via S-cubed, instructions for which will be provided on the blackboard site.

If you are unable to attend a lecture or tutorial, please make arrangements with another student in the class, to review the notes. Also, you may refer to the blackboard site for a general outline of material covered.

## Course Content

<b>Lectures and Week/Dates</b>	<b>Topic</b>	<b>Readings</b>
<b>Week 1</b> L01 March 3 <sup>rd</sup>	Course Introduction Consumer Behaviour Introduced	Chap 1
<i>Workshop</i> <i>March 5<sup>th</sup></i>	<i>Workshop: Segmentation &amp; Marketing Mix Review</i> <i>Friday 5<sup>th</sup> March, 9.30 – 10.20am, RH LT1</i>	
<b>Week 2</b> L02 March 10 <sup>th</sup>	Segmentation & Decision-making	Chap 2 Chap 14
<b>Week 3</b> L03 March 17 <sup>th</sup>	Consumer Decision-Making	Chap 14
<i>Tutorial #1</i>	<i>Introduction to tutorials and the assignment</i> <i>Segmentation &amp; Psychographics</i>	
<b>Week 4</b> L04 March 24 <sup>th</sup>	Internal Influences: Needs & Motivation Internal Influences: Personality	Chap 3 Chap 4
<i>Tutorial #2</i>	<i>Decision-Making</i>	

<b>Week 5</b>		
L05 March 31 <sup>st</sup>	Internal Influences: Attitudes	Chap 7
<i>Tutorial #3</i>	<i>Needs &amp; Motivations</i>	
<b>Mid-term</b>	<b>Mid-term test to be scheduled in the evening of Wednesday, 31<sup>st</sup> March.</b>	
<b>Mid trimester break April 2<sup>nd</sup> – 18<sup>th</sup></b>		
<b>Week 6</b>		
L06 April 21 <sup>st</sup>	Internal Influences: Perception & Positioning Internal Influences: Learning	Chap 5 Chap 6
<i>Tutorial #4</i>	<i>Attitudes</i>	
<b>Week 7</b>		
L07 April 28 <sup>th</sup>	External Influences: Media & Social Influences	Chap 8
<i>Workshop</i>	<i>Report Writing Workshops: (no tutorials this week) Time and Location TBA</i>	
<b>Week 8</b>		
L08 May 5 <sup>th</sup>	External Influences: The Family External Influences: Social Class	Chap 9 Chap 10
<i>Tutorial #5</i>	<i>Reference Groups</i>	
<b>Week 9</b>		
L09 May 12 <sup>th</sup>	External Influences: Culture, Subculture and Cross-cultural Buyer Behaviour	Chap 11, 12, 13
<i>Tutorial #6</i>	<i>Family &amp; Social Class</i>	
<b>Week 10</b>		
L10 May 19 <sup>th</sup>	Culture (continued) Opinion Leadership	Chap 13 Chap 15
<i>Tutorial #7</i>	<i>Culture &amp; Subculture</i>	
<i>Workshop</i>	<i>Assignment Review Workshop: Friday 21<sup>st</sup> May, 9.30 – 10.20am, RH LTI</i>	

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***Assignment due Monday, 24<sup>th</sup> May, 4pm  
to the MARK 202 box on the Mezzanine floor,  
Rutherford House***

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**Week 11**

<b>L11</b>	Diffusion of Innovations	Chap 15
May 26 <sup>th</sup>	Ethics & Consumer Protection	Chap 16

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**Week 12**

<b>L12</b>	Course wrap-up and review
June 2 <sup>nd</sup>	

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Note: There may be a need to revise some of these dates. 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 (*all assessments*);
- Analyse consumer decision-making processes using buyer behaviour principles to make recommendations for marketing plans (*all assessments*);
- Critique purchasing decisions (their own and others'), as well as existing marketing materials in light of buyer behaviour knowledge (*tutorials, assignment*);
- Explain the use and application of research strategies and tools that contribute to the development of buyer behaviour knowledge (*mid-term, assignment*);
- 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 ideas effectively, orally and in writing (*all assessments*);
- Generate and utilise critical and creative thinking skills, individually and within teams (*all assessments*).

### **Course Delivery**

This course will be delivered via one 100-minute lecture per week, in addition to seven 50-minute tutorial sessions, and three workshops. Lectures, tutorials and workshops will include discussion, in-class exercises, and group activities. Students should plan to attend all sessions, having read the indicated materials. Students should also be prepared to participate in the class discussions and activities.

### **Expected Workload**

MARK 202 is a 15-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 midterm and final examination (5 hours per week). To get the most out of the course, come **prepared** for all course activities. 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: 4<sup>th</sup> edition (2008)  
Authors: Leon Schiffman, David Bednall, Aron O’Cass, Angela Paladino,  
Steven Ward, Leslie Kanuk  
Publishers: Pearson Prentice Hall

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 assignment will be handed out to the class and posted on the blackboard site.

- 1 Mid-term: worth 20%**  
Wednesday, 31<sup>st</sup> March
  
- 2 Assignment 2: worth 30%**  
Hard copy due: Monday, 24<sup>th</sup> May, 4pm  
Electronic copy due: Wednesday, 26<sup>th</sup> May, 5pm
  
- 3 Tutorial participation: worth 10%**  
The student’s contribution 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 exercises and discussion to consumer behaviour concepts.

#### 4 **Final examination: worth 40%**

The final examination for this course will take place during the examination period which runs from Friday 11<sup>th</sup> June to Wednesday 30<sup>th</sup> June 2010 (inclusive). The date, time and place will be announced during the term. This examination will be closed book and two hours in duration.

Information on the return of the midterm and assignment will be posted on blackboard.

Late assignments must be date stamped and signed-in by a staff member at the reception desk on the ground floor of Rutherford House. Do NOT slide them under doors or put them into the box after the due date.

Please also note mandatory course requirements (see below).

*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.*

#### **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 final examination for this course will be scheduled at some time during the examination period: **Friday 11<sup>th</sup> June – Wednesday 30<sup>th</sup> June 2010 (inclusive).**

#### **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. However, assignments received 7 days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course.

**Late assignments must be date stamped and signed-in by a staff member at the reception desk on the ground floor of Rutherford House.**

- 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 202 Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged before the due date.
- Word Count: Clear word count limits and/or page limits are stated for assignments. Failure to adhere to these limits will incur a penalty of **5% for every 10% words** over the limit. In other words, if the word limit is set at 1500 words, a 5% penalty will be

applied for every 150 words over the limit.

### **Mandatory Course Requirements**

In order to meet the mandatory course requirements in MARK 202, you must:

- Complete the mid-term,
- Submit the assignment, as outlined in the assessment section,
- Score over 40% in the final examination.

### **Class Representative**

A class representative will be elected in the first class, and this person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

### **Communication of Additional Information**

Course information and lecture slides will be posted on the Blackboard website – <http://blackboard.scs.vuw.ac.nz>. Lecture slides 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 blackboard site, and made in class when possible. Distribution of course material and handing back of assignments will occur during class or tutorial time unless otherwise noted.

Students are expected to regularly consult blackboard to check for announcements, and also to regularly check their student e-mail account for individual messages which may become necessary.

### **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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

**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>

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx)

**Faculty of Commerce and Administration Offices**

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

**Manaaki Pihipihinga Programme**

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