

School of Marketing and International Business

## **MARK 410 ADVANCED CONSUMER BEHAVIOUR**

Trimester One 2010

### **COURSE OUTLINE**

---

#### **Name and Contact Details**

**Dr. Micael-Lee Johnstone**

Lecturer/Course Coordinator

Room 1124

Level 11 – Rutherford House

Email: [micael-lee.johnstone@vuw.ac.nz](mailto:micael-lee.johnstone@vuw.ac.nz)

Phone: 463 6933

**Office Hours:**

Friday 1pm – 3pm

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

#### **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~00000001743.pdf>

**Withdrawal dates: refunds:**

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

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

This course consists of one seminar per week.

Friday 09.30 – 12.20 RWW 128

## 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.

## Seminar schedule

Week	Lecture	Topics	Due Dates
1	Fri 05 <sup>th</sup> March	Course Overview: What is Consumer Research?	
2	Fri 12 <sup>th</sup> March	Interpretive Inquiry	A1: Group presentations
3	Fri 19 <sup>th</sup> March	Self-Concept & Social Identity	A2: Journal entry 1 due
4	Fri 26 <sup>th</sup> March	Symbolic Consumption	A2: Journal entry 2 due
5	<b>Fri 02<sup>nd</sup> April</b>	<b>Good Friday: No Lecture</b>	A3: Conducting & analysing interviews Part A due Wednesday 31 <sup>st</sup> March, 4pm
<b>6 &amp; 7</b>	<b>09<sup>th</sup> – 16<sup>th</sup> April</b>	<b>Mid-Trimester Break</b>	
8	Fri 23 <sup>rd</sup> April	Attitude, Involvement & Decision Making	A2: Journal entry 3 due
9	Fri 30 <sup>th</sup> April	Consumer Relationships, Sub-Cultures & Brand Communities	A2: Journal entry 4 due
10	Fri 07 <sup>th</sup> May	Place-Based Theories & Servicescapes	A2: Journal entry 5 due
11	Fri 14 <sup>th</sup> May	Media Consumption & Technology	A2: Journal entry 6 due
12	Fri 21 <sup>st</sup> May	Theory of Shopping	A2: Journal entry 7 due A4: Conducting & analysing interviews Part B due
13	Wed 28 <sup>th</sup> May	Ethics & Social Responsibility	A2: Journal entry 8 due
14	Fri 04 <sup>th</sup> June	Dark Consumption & Dark Tourism	A2: Journal entry 9 due
15	Fri 11 <sup>th</sup> June	<b>End of Term</b>	A2: Journal entry 10 due

Note: This is a tentative schedule.

## Course Learning Objectives

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

## Course Delivery

One three-hour seminar takes place each week. 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 need to read the required readings before attending class.

## Expected Workload

MARK 410 is a 15-point course. In keeping with this, the workload expectations for this course amount to approximately 10 hours of study over the 15 week period. This includes preparing for seminars (3-4 hours per week), attending seminars (3 hours per week), and preparing for assignments (4-5 hours per week).

## Group Work

One of the assignments involves group work. Each member of the group should commit 4 – 5 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

Evaluation for the course is as follows:

Assessment	%	Due Date
<b>A1. Group Presentation</b> (Objectives 3, 5)	10	<i>Friday 12th March, 9.30am – 12.20pm.</i> Powerpoint slides need to be emailed to the lecturer by 9am. 30 minute presentation.
<b>A2. Journal Entries 1 - 10</b> (Objectives 1, 2)	30	<i>From Friday 19<sup>th</sup> March 9.30am</i> , one to two pages, single spaced, 12 font, Times New Roman, journal entries need to be handed to the lecturer in class by 9.30am. Journal entry 10 to be handed in to the 11 <sup>th</sup> floor reception staff by 4pm
<b>A3. Conducting &amp; Analysing Interviews Part A</b> (2,000 words) (Objectives 1, 2, 3, 4, 6)	20	<i>Wednesday 31<sup>st</sup> March 4pm</i> , to be handed in to the 11 <sup>th</sup> floor reception staff by 4pm, and submitted to <i>Turnitin</i> by the end of the day.
<b>A4. Conducting &amp; Analysing Interviews Part B</b> (5,000-5,500 words) (Objectives 1, 2, 3, 4, 6)	30	<i>Friday 21<sup>st</sup> May 9.30am</i> , to be handed to the lecturer in class by 9.30am, and submitted to <i>Turnitin</i> by the end of the day.
<b>A5. Participation</b> (Objectives 1 – 5)	10	Participation throughout the trimester. Students will also be asked to design and lead seminar discussions as part of their assessment.
<b>Total</b>	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. Assessments 3 and 4 must also be submitted to *Turnitin*.

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 11<sup>th</sup> 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. Failure to meet the mandatory course 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.

Students are expected to regularly consult Blackboard to check for announcements, and also to regularly check their student email account for individual messages which may become necessary.

At the end of the semester, all internal assessment marks will be displayed on *Blackboard*. All students are requested to check these – any discrepancies should be reported to the Course Coordinator as soon as possible.

### **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. 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.

**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/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/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/)