

School of Marketing and International Business

MARK 202 BUYER BEHAVIOUR

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Lecturer: Kate Daellenbach

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Office Hours: Tuesdays 0930-1130 (or by appointment).

Course Administrator: Helen Hynes

Office: RH1130; Telephone: 463 5529; E-mail: helen.hynes@vuw.ac.nz

Please contact Helen for questions related to tutorial allocations, attendance and extensions.

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 28 February – Friday 3rd June

Study Period: Monday 6 June – Thursday 9 June

Examination Period: Friday 10 June – Saturday 2 July (inclusive)

Withdrawal from Course

- Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
- The standard last date for withdrawal from this course is 14 May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures: MARK 202 lectures will be conducted in two 50-minute sessions each week:
 Tuesdays: 8.30am – 9.20am, Rutherford House, RHLT1
 Thursdays: 8.30am – 9.20am, Rutherford House, RHLT1

Midterm: This course has a single one-hour midterm, currently scheduled for week 6. The specific 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 this 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. You may also refer to the blackboard site for a general outline of material covered, but do not use this to replace your attendance.

Course Content

Lectures and Week/Dates	Topic	Readings
Week 1 March 1 st March 3 rd	Course Introduction Review of some key concepts	
Week 2 March 8 th March 10 th	Consumer Behaviour Introduced Consumer Decision-making	Chap 1 Chap 8
Week 3 March 15 th March 17 th	Consumer Decision-Making Purchase and post-purchase	Chap 8 Chap 9
Week 4 March 22 nd March 24 th	Consumers as Individuals Perception Learning & Memory	Chap 2 Chap 3
<i>Tutorial #1</i>	<i>Introduction to tutorials and the assignment; segmentation exercise</i>	
Week 5 March 29 th March 31 st	Consumers as Individuals Motivation & Values Motivation & Values continued	Chap 4
<i>Tutorial #2</i>	<i>Decision-making discussion, & introduction to Motivations and Values exercise</i>	

Week 6 April 5 th April 7 th	Consumers as Individuals The Self Personality & Lifestyles	Chap 5 Chap 6
<i>Tutorial #3</i>	<i>Motivations & Values discussion & introduction to Lifestyles exercise</i>	
Mid-term	Mid-term test: TBA	
Week 7 April 12 th April 14 th	Consumers as Individuals Attitudes Attitudes continued	Chap 7
<i>Tutorial #4</i>	<i>Lifestyles discussion & introduction to Attitudes exercise</i>	
Mid trimester break April 18th – April 30th		
Week 8 May 3 rd May 5 th	Consumers in a wider environment Group Influence & Opinion Leadership Group Influence & Opinion Leadership continued	Chap 10
<i>Tutorial #5</i>	<i>Attitudes discussion & introduction to Reference Group exercise</i>	
Week 9 May 10 th May 12 th	Consumers in a wider environment Household Decision-making Social Class	Chap 11 Chap 13, pp. 389-401
<i>Tutorial #6</i>	<i>Reference Group discussion.</i>	
Week 10 May 17 th May 19 th	Consumers in a wider environment The Culture of Consumption Subcultures: Age & Income Ethnic and Spiritual Subcultures	Chap 14 Chap 12 Chap 13, pp. 401-413
<i>Tutorial #7</i>	<i>Report Writing</i>	
Week 11 May 24 th May 26 th	Culture & Subculture continued Global Consumer Culture	Chap 15
<i>Assignment due Friday, 27th May, 12noon</i> <i>to the MARK 202 box on the Mezzanine floor,</i> <i>Rutherford House</i>		

Week 12May 31stJune 2nd

Ethics: How to check your ethics

Course wrap-up and final-exam discussion

pp. 475-477

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 (*all assessments*);
- Analyse consumer decision-making processes using buyer behaviour principles to make recommendations for marketing plans (*all assessments*);
- Critique purchasing decisions 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 (*tutorials, 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 two 50-minute lectures per week, in addition to seven 50-minute tutorial sessions. Lectures and tutorials 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, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 202. This time includes time preparing for and attending lectures and tutorials, preparing the assignment and studying for the midterm test and final examination. To get the most out of the course, please 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.

Group Work

There is no group work.

Readings

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

Title: *Consumer Behaviour: Buying, having, being*. 2nd edition (2010)
Authors: M.R. Solomon, R. Russell-Bennett, J. Previte
Publishers: Pearson Australia

Additional short readings and videos are often utilised to supplement the text. When appropriate, readings will be handed out in the class in which they are used.

Writing Guidelines are expected to be followed for the assignment. These will be reviewed in Tutorial #7 and handed out to the class (and will be available on the blackboard site).

Materials and Equipment

No additional materials or equipment are necessary for this class or 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%**
One hour in length. Time and place: TBC
- 2 Assignment: worth 30%**
Word limit: 1500
Hard copy due: Friday 29th May, 12noon
Electronic copy due: Friday 29th May, midnight
- 3 Tutorials: worth 10%**
An overall tutorial mark will be awarded by the tutor at the end of the trimester. This mark will be based on the student's participation in tutorials. More details on this will be provided in the tutorial exercise booklet.
- 4 Final examination: worth 40%**
The final examination for this course will take place during the examination period which runs from Friday 10th June to Saturday 2nd July 2011 (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.

Please also note mandatory course requirements (see below).

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.

Handing in Assignments

Post your assignment in the MARK 202 assignment box located by the windows in Rutherford House on the mezzanine level by the due date and time. Any work received after that time will be deemed late and incur penalties (see below). Late assignments must be date stamped and signed-in by a staff member at the reception desk of Level 11, Rutherford House. Do NOT slide them under doors or put them into the box after the due date.

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 period from Friday 10 June – Saturday 2 July 2011.

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.
- 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 Co-ordinator or Course Administrator. Tutors are **not** authorised to grant extensions. When possible 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 that person's name and contact details made 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 (if applicable)

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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

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/