

School of Marketing and International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Dr. Micael-Lee Johnstone
Lecturer/Course Coordinator
Room 1124
Level 11 – Rutherford House
Email: micael-lee.johnstone@vuw.ac.nz
Phone: 463 6933

Office Hours: Thursday 2pm – 3pm

Trimester Dates

Teaching Period: Monday 28th February – Friday 3rd June 2011
Study Period: Monday 6th June – Thursday 9th June 2011
Examination Period: Friday 10th June – Saturday 2nd July (inclusive) 2011

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11th March 2011.
2. The standard last date for withdrawal from this course is 14th 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

Wednesday 1.40pm – 4.30pm RWW125

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 advance student understanding of consumer behaviour research but from a decidedly more academic, interpretive, and qualitative orientation.

Course Learning Objectives

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

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

MARK 410 consists of one three hour seminar each week. A set of readings and assigned course work has been designed to assist learning. Students need to read the required readings before attending class.

This is a tentative schedule, which is subject to change.

Week	Seminar Dates	Topics	Assessment Due Dates
1	Wed 2 nd March	Course Overview: What is Consumer Research?	
2	Wed 9 th March	Self-Identity	
3	Wed 16 th March	Symbolic Consumption	Presentations begin (10%)
4	Wed 23 rd March	Shopping Behaviour	
5	Wed 30 th March	Attitude, Involvement & Information Processing	
6	Wed 6 th April	Political Marketing	
7	Wed 13 th April	Internal Test	Test (30%)
	18/4-29/4	Mid-trimester Break	
8	Wed 4 th May	Disposition Behaviour	Essay (20%)
9	Wed 11 th May	Sub-Cultures & Brand Communities	
10	Wed 18 th May	Media Consumption & Technology	
11	Wed 25 th May	Green Consumption	Journal (30%)
12	Wed 1 st June	Ethics & Anti-Consumption	

Expected Workload

Students are expected to spend an average of 10-12 hours per week on the various activities associated with MARK 410.

Readings

The reading material for this course consists of a set of journal papers. A list of readings for weeks 2-12 (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
Presentation Critique (Objectives 1, 2, 3, 5)	10	From Wednesday 16 th March, presentations will take place in class. Papers will be assigned in week 2. Powerpoint slides need to be emailed to the lecturer by 12pm on the day of the scheduled presentation.
Test (2 hours open book) (Objectives 1,2,3,4)	30	Wednesday 13 th April, 1.40pm – 3.40pm.
Essay (2,000-2,500 words)	20	Wednesday 4 th May, the essay needs to be submitted in class by 1.40pm, and submitted to <i>Turnitin</i> .
Journal (3,000-3,500 words) (Objectives 1, 2, 3, 4, 6)	30	Friday 27 th May, the journal needs to be submitted to 11 th floor reception by 1.30pm, and submitted to <i>Turnitin</i> .
Participation (Objectives 1,2,3,4,5)	10	Participation throughout the trimester. Students will also be asked to design and lead seminar discussions as part of their assessment.
Total	100	

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

There is no final examination.

Handing in assignments

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. Any work received after that time will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed in by the 11th floor reception staff. Do NOT slide them under doors or put them into the box after the due date. Assignments must also be submitted to *Blackboard* by the due date and time.

Returning Assignments

Where possible, assignments will be returned to students in class, or by the lecturer concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the Course Coordinator (RH 1124) for three months following the end of term, and then disposed of.

Extensions

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.

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) 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. In addition, files that cannot be opened will be deemed late and incur penalties.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct, which can be downloaded from the policy website. You could fail your course or even be suspended from the University. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website at: www.vuw.ac.nz/home/studying/plagiarism.html. Your assignments will be submitted to *Turnitin* so be sure to correctly cite all your references. It is not worth the risk!

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 400 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.

Class Representative

A class representative will be elected in MARK405, and that person's name and contact details will be 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

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 410 *Blackboard* announcements and/or communicated via e-mail. The course outline, course notes, and other learning material will be available on *Blackboard*. 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 your responsibility to ensure you check *Blackboard* on a regular basis. The lecturer or tutors cannot be held responsible if you do not check the notices on *Blackboard* regularly.

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/