

School of Marketing & International Business

## **MARK 202 (DISTANCE) BUYER BEHAVIOUR**

Trimester One 2012

### **COURSE OUTLINE**

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#### **Contact Details**

The Course Co-ordinator and Lecturer for MARK 202 (Distance) is Dr Micael-Lee Johnstone.

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

Your first point of contact should be the course tutor(s) through the online discussion boards on Blackboard.

#### **Trimester Dates**

**Teaching Period:** Monday 5 March – Friday 8 June

**Study Period:** Monday 11 June – Thursday 14 June

**Examination Period:** Friday 15 June – Wednesday 4 July (inclusive).

The mid trimester study break is from the Friday 6 April – Sunday 22 April 2012. The Discussion Boards will not be checked during this time.

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May 2012. 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**

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

## Course Content

The purpose of MARK 202 is to provide students with a greater understanding of how consumers choose, purchase, use (and/or dispose of) products and services. As a quick reference, the course is broken down into 10 modules.

1	MODULE 1.1 Defining Consumer Behaviour & Market Segmentation
2	MODULE 1.2 Consumer Decision-Making
3	MODULE 2.1 Internal Influences: Needs, Motivations and Personality
4	MODULE 2.2 Internal Influences: Perception and Learning
5	MODULE 2.3 Internal Influences: Attitudes
6	MODULE 3.1 External Influences: Communications & Reference Groups
7	MODULE 3.2 External Influences: The Household and Social Class
8	MODULE 3.3 External Influences: Culture and Subculture
9	MODULE 4.1 Opinion Leadership and the Marketing of Innovations
10	MODULE 4.2 Organisational Buying Behaviour and Ethics

## 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 Delivery

As this is a distance course, all course content is located on the USB/Flashdrive. The assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

### *USB/Flashdrive*

Instructions on how to run the USB/Flashdrive are included in the letter when the USB/Flashdrive is couriered to you and are also available on Blackboard.

### *Blackboard*

Once students are enrolled onto the course, they can navigate around using the left hand panel (main menu).

Please be aware that there is a \$20 fee for any replacement course USB/Flashdrive.

## Expected Workload

MARK 202 (Distance) is a 15-point course. In keeping with this, the workload expectations for this course amount to approximately 10 hours of study per week, over the trimester. This will be divided up between video lectures, video cases studies, interactivities, assigned reading, discussion board posting and assignment preparation.

## Group Work

There is no group work in MARK 202 (Distance).

## Readings

The prescribed text for the course is:

Authors: Solomon, M., Russell-Bennett, R. and Previte, J.  
Title: Consumer Behaviour: Buying, Having, Being  
Year: 2010  
Edition: 2  
Publishers: Pearson Australia

**You must have the 2<sup>nd</sup> edition as most of your mandatory Discussion Board Postings are based on the cases in the 2<sup>nd</sup> edition.**

An optional reading for Module 4.2 is as follows:

Schiffman, Leon, Bednall, David, O’Cass, Aron, Paladino, Angela, Ward, Steven and Kanuk, Leslie (2008), Chapter 16: Organisational Buying, *Consumer Behaviour*, 4<sup>th</sup> Ed, Pearson Prentice Hall.

You can find this reading on the MARK 202 (Distance) Blackboard site in the Course Resources folder.

Please view the ‘Report Writing’ video and read the accompanying PDF in the ‘Report Writing Folder’ within the Course Resources folder on Blackboard. In addition, ‘Writing Guidelines’ to be used for assignments is available in the Course Resources 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

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, and discussion board postings. You will have received a USB/Flash Drive containing course lectures, notes and interactive exercises.

## Assessment Requirements

Assessment	Deadlines	Value	Objectives Assessed
Test <i>40 minutes</i>	6am, Tuesday 3 April until 6am, Thursday 5 April (NZ Time)	10%	1 – 7
Assignment <i>2,500 words</i>	Thursday 24 May, 8pm (NZ Time)	25%	1 – 7
Discussion Board Postings	Monday 5 March until Friday 8 June 2012	15%	1 – 7
Final Examination Period ( <i>2 hrs</i> )	TBA	50%	1, 5, 7
Total		100%	

▪ **Discussion Board Postings**

This is an essential part of the course. Students must contribute to the weekly Discussion Board within the time frames outlined in the assessment folder on Blackboard. You must contribute to all 11 discussion boards, and you must not post late for more than two of these discussions to fulfil mandatory course requirements. Each posting will be assessed for quality and originality. Your discussion board postings will be evaluated and recorded at the end of each week by the tutors, using the rubric noted below.

<b>Compulsory discussion board postings</b>	<b>Unacceptable (0)</b>	<b>Ok (0.5)</b>	<b>Good (1)</b>	<b>Excellent (1.5)</b>
<b>Quality &amp; originality of posting</b>	Comments are uninformative and unhelpful to the discussion.	Comments are sometimes constructive, and show some relevance to the discussion. Demonstrates a lack of understanding in some areas.	Comments are usually insightful and relevant, and make use of the course terminology. Provides a solid answer but it lacks originality.	Comments are insightful and constructive to the discussion. Course terminology is used, demonstrating understanding and preparation. Demonstrates originality.

**Quality Assurance 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 period from Friday 15 June – Wednesday 4 July (inclusive).

If you wish to apply for a sitting-out-of-place arrangement (this might include sitting on another date), please contact Faculty Examinations Co-ordinator, Robyn McNeil-McCallum (robyn.mcneil@vuw.ac.nz).

**Penalties**

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. In addition, files that cannot be opened will be deemed late and incur penalties.

There will be penalties associated with late submission of discussion board postings, both through loss of a punctuality mark and potential failure to meet Mandatory Course Requirements, as described below. Postings received after the deadline will have 0.5 mark penalty, per day. For example, a posting that is one day late will lose 0.5 mark, two days late will lose 1 mark, etc.

**Mandatory Course Requirements**

In addition to achieving a final mark of at least 50% in the course, you must also:

- Contribute to **all** 11 compulsory discussion boards and you must not post late for more than 2 of these discussions.
- Complete the practice multi-choice test.
- Complete the online multi-choice test during the prescribed timeframe.
- Submit the assignment.
- Sit the final examination during the examination week.
- Achieve at least 40% in the final examination.

### **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 202 (Distance) Course Co-ordinator, Micael-Lee Johnstone.

### **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**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://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](http://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](http://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](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

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

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

#### **Te Putahi Atawhai**

#### **Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>