

School of Marketing & International Business

MARK 202 – Buyer Behaviour

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Co-ordinator (**first six weeks**): Kate Daellenbach
Office: RH1117; Telephone: 463 6255; E-mail: kate.daellenbach@vuw.ac.nz
Office Hours: Tuesdays 10.30am – 11.30am (or by appointment).

Lecturer (**second six weeks**): Janine Williams
Office: RH1107; Telephone 463 6499; E-mail: janine.williams@vuw.ac.nz
Office Hours: Thursdays 10.30-11.30am (or by appointment)

Course Administrator: Jessie Johnston
Office: RH1121; Telephone: 463 5330; E-mail: jessie.johnston@vuw.ac.nz
Office Hours: Monday to Friday 9am – 4.00pm

Please contact Jessie for questions related to tutorial allocations, or handing in assignments.
All extension requests should be made via the current Lecturer.

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 trimester.

Trimester Dates

Please note the following dates for this Trimester:

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)

Withdrawal from Course

Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.

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

Lectures: MARK 202 lectures will be conducted in two 50-minute sessions each week:
Mondays: 12.40 – 13.30pm, Rutherford House, RHLT1
Tuesdays: 12.40 – 13.30pm, Rutherford House, RHLT1

Mid-term Test: This course has a single one-hour mid-term test, which will be scheduled in week 5. More details as to the time and place will be available 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 please do not use this to replace your attendance.

Course Content

Lectures and Week/Dates	Topic	Readings
Week 1 5 th March 6 th March	Course Introduction Consumer Behaviour Introduced	Chapter 1
Week 2 12 th March 13 th March	Consumer Decision-making Consumer Decision-making	Chapter 8 Chapter 8
Week 3 19 th March 20 th March	Consumer Decision-Making Purchase and Post-purchase	Chapter 8 Chapter 9
<i>Tutorial #1</i>	<i>Introduction to tutorials and the assignment; segmentation exercise; introduction to decision-making exercise</i>	
Week 4 26 th March 27 th March	Consumers as Individuals Perception Learning & Memory	Chapter 2 Chapter 3
<i>Tutorial #2</i>	<i>Decision-making discussion, & introduction to motivations exercise</i>	
Week 5 2 nd April 3 rd April	Consumers as Individuals Learning & Memory Motivation & Values	Chapter 3 Chapter 4
<i>Tutorial #3</i>	<i>Business report writing</i>	
Mid-term Test will be scheduled in week 5. More details will be available on Blackboard.		

Mid trimester break		
6th April – 22nd April		
Week 6 23 rd April 24 th April	Consumers as Individuals The Self Personality & Lifestyles	Chapter 5 Chapter 6
<i>Tutorial #4</i>	<i>Motivations discussion and introduction to lifestyles exercise</i>	
Week 7 30 th April 1 st May	Consumers as Individuals Attitudes Attitudes (continued)	Chapter 7 Chapter 7
<i>Tutorial #5</i>	<i>Lifestyles discussion & introduction to attitudes exercise</i>	
Week 8 7 th May 8 th May	Consumers in a Wider Environment Group Influence & Reference Groups Reference Groups & Opinion Leadership	Chapter 10 Chapter 10
<i>Tutorial #6</i>	<i>Attitudes discussion & introduction to reference group exercise</i>	
Week 9 14 th May 15 th May	Consumers in a Wider Environment Household Decision-making Subcultures – Age and Income	Chapter 11 Chapter 12
<i>Tutorial #7</i>	<i>Reference group discussion</i>	
Week 10 21 st May 22 nd May	Consumers in a Wider Environment Subcultures – Social Class Subcultures – Ethnic and Spiritual	Chapter 13 Chapter 13
Week 11 28 th May 29 th May	Culture Consumer Culture and Innovation	Chapter 14 Chapter 15
Week 11: Assignment due 4pm, Thursday, 31st May Hand in assignments to the MARK 202 box on the Mezzanine floor, Rutherford House and Turnitin on Blackboard.		
Week 12 5 th June	4th June: holiday (University is closed) 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.

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 ideas effectively, orally and in writing;
7. Generate and utilise critical and creative thinking skills, individually and within teams.

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 mid-term 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.

Readings

The prescribed text for the course is noted below, and may be purchased from Vic Books:

Title: *Consumer Behaviour: Buying, Having, Being*. 2nd edition (2010)

Authors: M.R. Solomon, R. Russell-Bennett, J. Preville

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 #3 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 Test: worth 20%

Date and time TBA.

Learning objectives: 1, 2, 5, 6, 7.

2 Assignment: worth 30%

Due: Thursday, May 31st, 4pm

Learning objectives: 1, 2, 3, 4, 5, 6, 7.

See the assignment handout for further details.

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.

Learning objectives: 1, 2, 3, 4, 5, 6, 7.

4 Final examination: worth 40%

The final examination for this course will take place during the examination period which runs from Friday 15 June – Wednesday 4 July (inclusive). The date, time and place will be announced during the term. This examination will be closed book and two hours in duration.

Learning objectives: 1, 2, 5, 6, 7.

Information on the mid-term test and the return of the assignment will be posted on Blackboard. Please also note mandatory course requirements (see over).

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).

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.

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

Returning Assignments

Where possible, assignments will be returned to students in class (for example, during lectures or tutorials), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

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) by the MARK 202 Lecturer. Tutors are **not** authorised to grant extensions. Extensions need to be arranged before the due date.
- **Page limits:** Clear page limits are stated for each assignment. Failure to adhere to these limits will have **5% deducted from the available grade for every page that is over the limit**. (Note: all assignments must use 1.5 spacing, Times New Roman 12 font, margin size 2.5cm on top, bottom, left, and right margins).

Mandatory Course Requirements

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

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

The overall pass mark for this course will be 50% of the total marks, i.e., 50/100.

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

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/>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

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