

School of Marketing & International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Dr. Kate Daellenbach
Lecturer/Course Coordinator
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Office Hours: Tuesdays 10.30-11.30 or by appointment

Trimester Dates

This course runs from Monday, 5th March, 2012 – Wednesday 4th July, 2012.

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 18th 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/Seminars for MARK 410 will take place on Thursdays, 9.30am – 12.20pm, in Rutherford House, room G01.

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.

This is a tentative schedule, subject to change.

Week	Date	Topics
1	Thur 8 th March	Course Overview: What is Consumer Research?
2	Thu 15 th March	Self-Identity
3	Thu 22 nd March	Symbolic Consumption <i>Presentations / critiques begin.</i>
4	Thu 29 th March	Sub-Cultures & Brand Communities
5	Thu 5 th April Mon 9 th April	Attitude, Involvement & Information Processing <i>Proposed topic & research question due for assignment.</i>
6	Thu 26 th April	Shopping Behaviour
7	Thu 3 rd May	Disposition Behaviour <i>Proposed interview protocol, information sheet and consent form due for assignment.</i>
8	Thu 10 th May	Media Consumption & Technology
9	Thu 17 th May	Topic TBA
10	Thu 24 th May	Green Consumption <i>Assignment due</i>
11	Thu 31 st May	Ethics & Anti-Consumption
12	Thu 7 th June	Final course test

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 two-to-three hour seminar each week. A set of readings and assigned course work has been designed to assist learning. Students are expected to read the assigned material, attend all seminars, and be prepared to discuss Consumer Behaviour ideas and concepts in class.

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 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 (1000-1200 words) (Objectives 1, 2, 3, 5)	20%	From week 3 (Thursday, 22 nd March), Each student will prepare and conduct a presentation/critique. Presentations will take place in class and written critiques are due at the beginning of the relevant class. Students will be assigned specific papers for this assessment in week 2.
Assignment (4000-5000 words) (Objectives 2,3,4,6)	40%	Thursday, 24 th May, Your final report needs to be submitted by 9.30am, <u>and</u> submitted to Turnitin. Additional deadlines are noted for the research question (9 th April) and interview protocol (3 rd May) (see the course schedule and assignment handout).
Test (2 hours) (Objectives 1,2,3,4)	30%	Thursday 7 th June, 9.30 – 11.30 am
Participation (Objectives 1,2,3,4,5)	10%	Within class participation is assessed throughout the trimester.
Total	100%	

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

There is no final examination for MARK 410.

Handing in assignments

Unless otherwise stated, the lecturer will collect assignments at the beginning of class on the due date. **NOTE:** Any work received after the start of the class on the noted deadline 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 assignments under doors. 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 at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the Course Coordinator for three months following the end of term, and then disposed of.

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 obtain at least 50% in the final test, and 50% overall, to obtain a pass grade for this course. 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 cannot be held responsible if you do not check the notices on *Blackboard* regularly.

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/>