TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Marketing & International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Lecturer:	Kate Daellenbach
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Office Hours:	Wednesdays 1130-1230 (or by appointment).

Trimester Dates

Monday 3rd March – Friday 6th June

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.

2. The standard last date for withdrawal from this course is Friday 16th May. 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

This course consists of twelve 150-minute seminars. Further details are contained in the Course Content section below. The seminars take place in the following times/room:

     Mondays   11:30 – 14:20 RWW126

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 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.

Prescription

This course advances student understanding of consumer behaviour with a particular focus on the academic literature which has a more interpretative 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.
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 Content

The BCom (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	Mon 3rd March	Course Overview: What is Consumer Research?
2	Mon 10th March	Self-Identity
3	Mon 17th March	Symbolic Consumption *Presentations / critiques begin, schedule TBA.*
	Fri 29th March	Good Friday (University is closed)
4	Mon 24th March	Sub-Cultures & Brand Communities
5	Mon 31st March	Attitude, Involvement & Information Processing
6	Mon 7th April *Mon 7th April*	Shopping Behaviour *Proposed topic & research question due for interview assignment.*

7	*Mon 14th April*	*Assignment one due at the beginning of class.*
		In-class discussion & workshop: Interview protocols, transcription & coding
		Mid trimester break **18th April – 4th May**
8	Mon 5th May	Media Consumption & Technology
		Proposed interview protocol, information sheet and consent form due for interview assignment.
9	Mon 12th May	Disposition Behaviour
10	Mon 19th May	Sustainability and the Ethical Consumer
11	Mon 26th May	Transformative Consumer Research
12	Mon 2nd June	(Queen's Birthday - University Closed)
		Final class will be rescheduled – time and place to be confirmed.
	Tues 4th June	*Interview Assignment due by 3.30pm*

Note: Changes to this schedule may well need to be made from time to time. Any revisions will be announced in class and posted on the blackboard site.

Readings
The reading material for this course consists of a set of journal articles and book excerpts. These readings will either be provided in hardcopy, or available via an electronic link on blackboard. A list of readings 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
From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see
http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

Evaluation for the course is as follows:

Assessment	%	Due Date
Presentation & Critique *(1000-1200 words)* *(Objectives 1, 2, 3, 5)*	30%	*From week 3 (Monday 17th March).* Each student will prepare and conduct a presentation/critique. Presentations will take place in class and <u>written critiques are due at the beginning of the relevant class</u>. Students will be assigned specific papers for this assessment in week 2.
Assignment one *(Objectives 1,2,3,4)*	20%	*Monday 14th April, 11.30am* (beginning of class). See assignment sheet for details.
Interview Assignment *(4000-5000 words)* *(Objectives 2,3,4,6)*	40%	*Tuesday, 4th June, 3.30pm* Your final report needs to be submitted by 3.30pm, <u>and</u> submitted to *Turnitin*. Additional deadlines are noted for the research question (7th April) and interview protocol (5th May). See the assignment handout for more details.
Participation *(Objectives 1,2,3,4,5)*	10%	Within class participation is assessed throughout the trimester. More details are contained in the participation handout.
Total	100%	

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. Assignments received 7 days after the due date will not be marked.

  Late assignments must be date stamped and signed-in by a <u>staff member at the 11th floor reception desk, Rutherford House.</u> Do NOT slide them under doors or put them into the box after the due date.

- 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 410 Course Coordinator. If at all possible, extensions need to be arranged before the due date.

- Word Count: Clear word count limits and/or page limits are stated for these 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.

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

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.

Mandatory Course Requirements

To meet mandatory course requirements students must submit ALL pieces of internal assessment. Students must also obtain at least 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.

If you cannot complete an assignment or sit a test or examination, refer to
www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of seminars, 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 course coordinator cannot be held responsible if you do not check the notices on *Blackboard* regularly.

Student feedback

Student feedback on University courses may be found at
www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to
http://www.victoria.ac.nz/vbs/studenthelp/general-course-information

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

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