

School of Marketing and International Business

MARK 202 BUYER BEHAVIOUR

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer:	Dr Micael-Lee Johnstone
Office:	RH 1124, Level 11 Rutherford House
Phone:	04-463 6933
Email:	micael-lee.johnstone@vuw.ac.nz
Office Hours:	Wednesday 10.30pm – 12.00pm
Course Administrator:	Mrs Jessie Johnston
Office:	RH 1121, Rutherford House
Phone:	463 5330
Email:	jessie.johnston@vuw.ac.nz
Office Hours:	Monday to Friday 9.00 am to 4.00pm <u>Contact Jessie</u> for questions relating to tutorial signups.
Senior Tutor:	Ms Hayley Smith
Office:	RH 1114, Rutherford House
Phone:	463 5080
Email:	hayley.smith@vuw.ac.nz <u>Contact Hayley</u> for questions relating to tutorial attendance and mandatory course requirements.

Trimester Dates

Teaching Period: Monday 14th July – Friday 17th October
Study Period: Monday 20th October – Thursday 23rd October
Examination Period: Friday 24th October – Saturday 15th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th September. 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

Wednesday	8.30am – 9.20am	Rutherford House, RHLT1
Friday	8.30am – 9.20am	Rutherford House, RHLT1

Course Delivery

In addition to the two lectures per week, there will be seven tutorial sessions. The first tutorial will commence in week two. 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.

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. The S-cubed site will be available on *Blackboard* from **Monday 14th July 10am until Wednesday 16th July 5pm 2014**. Final student allocation to tutorial groups and rooms will be posted on *Blackboard* by the end of Week 2. For all tutorial allocation enquiries, please contact the course administrator, [Jessie Johnston](#).

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 overview of the material covered, but please do not use this to replace your attendance. The tutorials have also been designed to assist you with your reports.

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 14-week trimester for MARK 202. This time includes preparing for and attending lectures and tutorials, working on the assignments, and studying for the final examination. To get the most out of the course, please come **prepared** for all course activities as this will enable you to achieve the objectives of the course from an individual perspective. It also helps to promote an effective learning environment for the class as a whole.

Prescription

The course will give students the knowledge and skills necessary to perform detailed consumer analyses with emphasis upon the role of sales and negotiation within a buyer behaviour context.

Course Learning Objectives

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

1. Understand and apply the theories of buyer behaviour,
2. Analyse consumer decision-making processes using buyer behaviour principles,
3. Communicate buyer behaviour theory and ideas,
4. Generate and utilise critical and creative thinking skills.

Course Content

Week	Tutorials & Assessment	Lectures	Topics	Readings
1	No tutorial	16 July 18 July	Course Introduction Understanding Consumer Behaviour	Chapter 1 pp.1-16
2	Tutorial 1: Compulsory <i>Introduction to tutorials and the projects; Segmentation</i>	23 July 25 July	Consumer Decision-making Consumer Decision-making	Chapter 8 Chapter 8
3	Tutorial 2 <i>Decision-making</i>	30 July 1 August	Purchase and Post-purchase I. Consumers as Individuals I. Perception	Chapter 9 Chapter 2
4	Tutorial 3 <i>Motivations & writing guidelines</i>	6 August 8 August	I. Motivations and Values I. Learning and Memory	Chapter 5 Chapter 3
5	No tutorial Report A due by 3 pm Thursday 14th August.	13 August 15 August	I. Learning and Memory (continued) I. Personality	Chapter 3 Chapter 4
6	No tutorial	20 August 22 August	I. The Self I. Attitudes	Chapter 6 Chapter 7
25 Aug - 7 Sept Mid-trimester break				
7	Tutorial 4 <i>Personality and lifestyles</i>	10 September 12 September	I. Attitudes (continued) II. Consumers in a Sociocultural Environment II. Group Influence and Reference Groups	Chapter 7 Chapter 10
8	Tutorial 5 <i>Attitudes</i>	17 September 19 September	II. Reference Groups and Opinion Leadership II. Households and Families	Chapter 10 Chapter 10
9	Tutorial 6 <i>Reference groups</i>	24 September 26 September	II. Culture and Subcultures II. Culture and Subcultures	TBA
10	No tutorial	1 October 3 October	II. Income and Social Class II. Age and Gender	Chapter 12 Chapter 13
11	No tutorial Report B due by 12 pm Monday 6th October.	8 October 10 October	The Culture of Consumption Ethics	Chapter 14 Chapter 1, pp. 16-23
12	Tutorial 7 <i>Exam workshop</i>	15 October 17 October	Course Wrap Up and Examination Briefing	

Note: This is a tentative schedule, which is subject to change. Changes would be notified in class and/or on the Blackboard site.

Readings

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

Title: Consumer Behaviour: Buying, Having, Being (3rd edition)
Year: 2013
Authors: M.R. Solomon, R. Russell-Bennett, J. Previtte
Publishers: Pearson Australia

Additional short readings and videos are often utilised to supplement the text. When appropriate, readings will be posted on Blackboard.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare for assignments, and tutorials.

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-.

No.	Assessment	%	Due Date
1	Report A (<i>Objectives 1,2,3,4</i>) <i>See the assignment handout for further details.</i>	20	Thursday 14 th August, 3pm
2	Report B (<i>Objectives 1,2,3,4</i>) <i>See the assignment handout for further details.</i>	30	Monday 6 th October, 12pm
3	Final examination (<i>Objectives 1,2,3,4</i>) 2 hour exam	50	TBA
		100	

Note: Writing guidelines are expected to be followed for the reports. These will be reviewed in Tutorial #3 and handed out to the class (and will be available on the Blackboard site).

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 up to one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), up to two days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

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.

Handing in assignments

All assignments **must** have a Cover Page. This can be found on the *Blackboard* site. Post the assignments in the MARK 202 assignment box located in Rutherford House mezzanine level by the due date and time. 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 in the assignment 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 (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.

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 Course Coordinator, and only in consultation with the Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged **before** the due date.

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 following period:

Friday 24th October – Saturday 15th November (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

- Complete all pieces of assessment,
- Attend five out of seven tutorials **but Tutorial 1 (week beginning 23rd July) is compulsory,**
- Attain a minimum grade of 40% in the final exam.

Failure to meet the mandatory course requirements will jeopardise your ability to accumulate sufficient marks to pass the course. The outcome for the course will be a standard grade (A+ to E).

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

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

Additional University information is available on the MARK 202 *Blackboard* site. Information specific to MARK 202 will be communicated in class or on *Blackboard*. Please check *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.
