

School of Marketing and International Business

## **MARK 202 CONSUMER BEHAVIOUR**

Trimester 1, 2015

### **COURSE OUTLINE**

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#### **Names and Contact Details**

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| <b>Course Coordinator/Lecturer</b>       | Dr Janine Williams   |
| <b>Office:</b>                           | RH 1127, Rutherford House  |
| <b>Phone:</b>                            | 04-463 5027  |
| <b>Email:</b>                            | <a href="mailto:janine.williams@vuw.ac.nz">janine.williams@vuw.ac.nz</a> |
| <b>Office Hours:</b> (or by appointment) | Tuesdays, 3.30pm to 4.30pm   |
| <br>                                     |  |
| <b>Course Administrator:</b>             | Ms Mary Alexander  |
| <b>Office:</b>                           | RH 1121, Rutherford House  |
| <b>Phone:</b>                            | 463 5330   |
| <b>Email:</b>                            | <a href="mailto:mary.alexander@vuw.ac.nz">mary.alexander@vuw.ac.nz</a>   |
| <b>Office Hours:</b>                     | Monday to Friday 9.00am to 4.00pm  |

#### **Trimester Dates**

Teaching Period: Monday 2nd March – Friday 5<sup>th</sup> June  
Study Period: Monday 8<sup>th</sup> June – Thursday 11<sup>th</sup> June  
Examination Period: Friday 12<sup>th</sup> June – Wednesday 1st July (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 13<sup>th</sup> March 2015.
2. The standard last date for withdrawal from this course is Friday 15<sup>th</sup> 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 or [online](#).

#### **Class Times and Room Numbers**

MARK 202 lectures will be conducted in two 50-minute sessions each week:

Thursdays: 12.40 – 1.30pm, Rutherford House, RHLT1  
Fridays: 2.40 – 3.30pm, 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 **8am, Monday 2<sup>nd</sup> March**. Final student allocation to tutorial groups and rooms will be posted on Blackboard by the end of Week 1.

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.

## **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 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.

## **Prescription**

The course examines consumers and their consumption-related behaviours, which includes the acquisition, usage and disposition of goods, services and experiences. It focuses on understanding consumers as individuals, as well as consumers within a sociocultural environment.

## **Course Learning Objectives**

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

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

## Course Content

| <b>Lectures and Week/Dates</b>  | <b>Topic</b>   | <b>Readings</b>        |
|---|--|------------------------|
| <b>Week 1</b><br>5 <sup>th</sup> March<br>6 <sup>th</sup> March   | <b>Course Introduction</b><br>Introduction to Consumer Behaviour<br>Consumer Decision-making                         | Chapter 1<br>Chapter 8 |
| <b>Week 2</b><br>12 <sup>th</sup> March<br>13 <sup>th</sup> March   | <b>Decision Making</b><br>Consumer Decision-making<br>Purchase and Post-purchase                                     | Chapter 8<br>Chapter 9 |
| <i>Tutorial #1</i>  | <i>Introduction to tutorials and the assignment; segmentation exercise; introduction to decision-making exercise</i> |                        |
| <b>Week 3</b><br>19 <sup>th</sup> March<br>20 <sup>th</sup> March   | <b>Consumers as Individuals</b><br>Perception<br>Motivation and Values   | Chapter 2<br>Chapter 5 |
| <i>Tutorial #2</i>  | <i>Decision-making discussion, &amp; introduction to business report writing</i>                                     |                        |
| <b>Week 4</b><br>26 <sup>th</sup> March<br>27 <sup>th</sup> March   | <b>Consumers as Individuals</b><br>Learning and Memory<br>Learning & Memory (continued)                              | Chapter 3              |
| <i>Tutorial #3</i>  | <i>Business report writing and introduction to motivations exercise</i>  |                        |
| <b>Week 5</b><br>2 <sup>nd</sup> April  | <b>Consumers as Individuals</b><br>Personality   | Chapter 4              |
| <b>Mid trimester break</b><br><b>3 April – 19 April</b>   |  |                        |
| <b>Week 6</b><br>23 <sup>rd</sup> April<br>24 <sup>th</sup> April   | <b>Consumers as Individuals</b><br>The Self<br>Attitudes   | Chapter 6<br>Chapter 7 |
| <i>Tutorial #4</i>  | <i>Motivations discussion and introduction to personality and lifestyles exercise</i>                                |                        |
| <b>Mid-term Test will take place at 6.30 pm, Thursday April 23<sup>rd</sup>, Kelburn campus</b><br><b>More details will be available on Blackboard.</b> |  |                        |

| <b>Lectures and Week/Dates</b>   | <b>Topic</b>  | <b>Readings</b>                       |
|--|---|---------------------------------------|
| <b>Week 7</b><br>16 <sup>th</sup> April  | <b>Consumers as Individuals</b><br>Attitudes (continued)  | Chapter 7                             |
| 17 <sup>th</sup> April   | <b>Consumers in a Sociocultural Environment</b><br>Group Influence & Reference Groups                                 | Chapter 10                            |
| <i>Tutorial #5</i>   | <i>Personality and lifestyles discussion &amp; introduction to attitudes exercise</i>                                 |                                       |
| <b>Week 8</b><br>7 <sup>th</sup> May<br>8 <sup>th</sup> May  | <b>Consumers in the Sociocultural Environment</b><br>Reference Groups & Opinion Leadership<br>Households and Families | Chapter 10<br>Chapter 10              |
| <i>Tutorial #6</i>   | <i>Attitudes discussion &amp; introduction to reference group exercise</i>  |                                       |
| <b>Week 9</b><br>14 <sup>th</sup> May<br>15 <sup>th</sup> May  | <b>Consumers in the Sociocultural Environment</b><br>Culture and Subcultures<br>Income and Social Class               | Chapter 11, 14<br>Chapter 12          |
| <i>Tutorial #7</i>   | <i>Reference group discussion and introduction to culture/subculture exercise</i>                                     |                                       |
| <b>Week 10</b><br>21 <sup>th</sup> May<br>22 <sup>nd</sup> May   | <b>Consumers in the Sociocultural Environment</b><br>Consumer Research<br>Age and Gender                              | Chapter 13                            |
| <b><i>Week 11: Assignment due 9am, May 25</i></b><br><b>Hand in assignments to the MARK 202 box on the Mezzanine floor, Rutherford House and Turnitin on Blackboard.</b> |   |                                       |
| <b>Week 11</b><br>28 <sup>th</sup> May<br>29 <sup>th</sup> May   | The Culture of Consumption<br>Ethics  | Chapter 14<br>Chapter 1,<br>pp. 16-23 |
| <b>Week 12</b><br>4 <sup>th</sup> June<br>5 <sup>th</sup> June   | Course wrap up and examination  |                                       |

**Note:** There may be a need to revise some of these dates. Changes will 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*. 3<sup>rd</sup> edition (2013)  
**Authors:** M.R. Solomon, R. Russell-Bennett, J. Previte  
**Publishers:** Pearson Australia

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

Writing Guidelines are expected to be followed for the assignment. These will be reviewed in Tutorial #3 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**

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

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: Thursday 23<sup>rd</sup>, April, 6.30-7.30 pm, Kelburn campus  
*Learning objectives: 1, 2, 3, 4.*

**2. Assignment: worth 30%**

Due: Mon 25<sup>th</sup> May, at 9am.  
*Learning objectives: 1, 2, 3, 4.*  
*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. Further details are provided in the tutorial exercise booklet.  
*Learning objectives: 1, 2, 3, 4.*

**4. Final examination: worth 40%**

The final examination for this course will take place during the examination period which runs from Friday 13 June – Wednesday 2 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, 3, 4.*

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).

## Assignments

### **Handing in Assignments**

All assignments must have a Cover Sheet. This can be found on Blackboard.

Post your assignment in the MARK 202 Assignment Box, located by the windows in Rutherford House on the mezzanine floor by the due date and time. Assignments also need to be submitted electronically to Turnitin on Blackboard by the due date /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 on Level 11, Rutherford House. Do NOT slide them under doors or put them into the box after the due date.

### **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 at the reception desk on Level 11, Rutherford House 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.

Word count: Clear word counts are stated for each assignment. Failure to adhere to these limits will have **5% deducted from the available grade for every 500 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.

## 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 12<sup>th</sup> June – Wednesday 1st July (inclusive)

## **Mandatory Course Requirements**

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

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

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

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.

## **Student feedback**

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://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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