

School of Marketing and International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Micael-Lee Johnstone
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Course Administrator: Mary Alexander
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Office Hours: Monday to Friday: 9.00 am – 4.00pm

Trimester Dates

From Monday 2nd March until Monday 8th June

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.
2. The standard last date for withdrawal from this course is Friday 15th 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

Thursday 9.30pm – 12.20pm Railway Building, RWW220

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 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.

Week	Date	Topic
1	5 March	Course Overview: What is Consumer Research?
2	12 March	Self-Identity <i>In-class discussion: research questions & interview guide & protocols.</i>
3	19 March	Symbolic Consumption Presentations begin, schedule TBA.
4	26 March	Sub-Cultures & Brand Communities Assignment One due at the beginning of class (9.30am).
5	2 April	Attitude, Involvement & Information Processing
6th-17th April		Mid trimester break
6	23 April	In-Class Discussion & Workshop: Analysis & Coding <i>Students need to bring at least two pages of their transcript to class (the assignment two interview).</i>
7	30 April	Servicescapes
8	7 May	Shopping Behaviour Assignment Two due at the beginning of class (9.30am).
9	14 May	Media Consumption & Technology
10	21 May	Disposition Behaviour
11	28 May	Sustainability and the Ethical Consumer <i>In-Class Discussion & Workshop: Interpretation & Synthesising the Literature</i>
12	4 June	Transformative Consumer Research & Wrap Up
Monday 8th June		Assignment Three due by 12pm. Hand it in to the 11th floor reception desk.

Note: This is a tentative schedule. 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 be made available via an electronic link on blackboard. A list of readings will be available 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

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Assessment	%	Due Date
Presentation (Objectives 1,2,3,5)	15%	From week 3 (Thursday 19 th March). See assignment sheet for details.
Assignment One (Objective 4)	20%	Thursday 26 th March, 9.30am (beginning of class). Part A: Research question and interview guide & protocol. See assignment sheet for details.
Assignment Two (Objectives 2,3,4,6)	25%	Thursday 7 th May, 9.30am (beginning of class). Part B: Initial analysis. See assignment sheet for details.
Assignment Three (Objectives 1,2,3,4,6)	40%	Monday 8 th June, 12pm. Part C: Final research report. See assignment sheet for details.
Total	100%	

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the total 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 limits: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **5% for every 10%** over the word 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. For example, if it is 150 words over the limit, 73% becomes 68%; if it is between 151-300 words over the limit, 73% becomes 63%, and so on.

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.

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 410 Course Coordinator, and only in consultation with the Course Coordinator.

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. 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 for the Honours programme will be elected in the first Honours 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

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.
