

School of Marketing and International Business

## **MARK 202 CONSUMER BEHAVIOUR**

Trimester 2, 2015

### **COURSE OUTLINE**

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

Course Coordinator/Lecturer	Dr Jayne Krisjanous
Office:	RH 1118, Rutherford House
Phone:	04-463 6023
Email:	<a href="mailto:Jayne.Krisjanous@vuw.ac.nz">Jayne.Krisjanous@vuw.ac.nz</a>
Office Hours:	Fridays 11.00 am to 12.00 pm or by appointment
Course Administrator:	Ms Mary Alexander
Office:	RH 1121, Rutherford House
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Office Hours:	Monday to Friday 9.00 am to 4.00 pm

#### **Trimester Dates**

Teaching Period: Monday 13<sup>th</sup> July – Friday 16<sup>th</sup> October

Study Period: Monday 19<sup>th</sup> October – Thursday 22<sup>nd</sup> October

Examination Period: Friday 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 24<sup>th</sup> July 2015.
2. The standard last date for withdrawal from this course is Friday 25<sup>th</sup> September 2015. 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*' form 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 one two-hour session each week on:

Fridays      8.30 am – 10.20 am, Rutherford House RHLT1

## **Course Delivery**

In addition to the one two-hour lecture per week, there will be six tutorial sessions. The first tutorial will commence in Week 3. 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:**

Six one-hour tutorials will be held as noted in the schedule. Tutorials begin in Week 3, commencing 27<sup>th</sup> July, 2015.

Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 202 will be available in My Allocator until 22nd July.

You **MUST** attend at least five of the six tutorials; three of which must be those listed in the course outline as compulsory (i.e. Tutorials 1, 2 and 4).

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

Course Schedule				
Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorials (Key activity)
1	13 July	<b>Course Introduction:</b> Introduction to Consumer Behaviour Consumer Decision-making	Chapts 1 & 8	
2	20 July	<b>Decision Making:</b> Consumer Decision-making Purchase and Post-purchase <i>Assignment brief introduced</i>	Chapts 8 & 9	
3	27 July	<b>Consumers as Individuals:</b> Perception Motivation and Values	Chapts 2 & 5	<b>Tutorial #1 (Compulsory attendance)</b> <i>Introduction to tutorials</i> <i>Case study TBA</i>
4	3 Aug	<b>Consumers as Individuals:</b> Learning and Memory (i) Learning and Memory (ii)	Chapt 3	<b>Tutorial #2 (Compulsory attendance)</b> <i>Business report writing/</i> <i>Assignment brief</i> <i>discussed</i>
5	10 Aug	<i>*Mid-term Test will take place at 8.30 9.30 am Friday 14 August, Room TBA</i>  <b>Consumers as Individuals:</b> Personality	Chapt 4	
6	17 Aug	<b>Consumers as Individuals:</b> The Self Attitudes and Attitude Change	Chapts 6 & 7	<b>Tutorial #3</b> <i>Case study TBA</i>
<b>Mid Trimester Break, 24 August – 6 September</b>				
7	7 Sep	The Culture of Consumption/Gift giving Ethics and Consumer Behaviour	Chapter 14 Chapter 1, pp. 16-23	<b>Tutorial #4 (Compulsory attendance)</b> <i>Assignment workshop</i>
8	14 Sep	<b>Consumers in a Sociocultural Environment:</b> Groups and Social Connections Reference Groups and Opinion Leadership	Chapt 10	<b>Tutorial #5</b> <i>Article review and</i> <i>discussion: TBA</i>
9	21 Sep	<b>Consumers in the Sociocultural Environment:</b> Households and Families Culture and Subcultures	Chapts 10 & 11	<b>Tutorial 6#</b> <i>Assignment drop in</i> <i>session</i>
10	28 Sep	<b>Consumers in the Sociocultural Environment:</b> Income and Social Class Age and Gender	Chapts 12 & 13	

		<i>Assignment due Friday 2<sup>nd</sup> October at 4pm</i>		
<b>11</b>	5 Oct	Consumer Research Catch up		
<b>12</b>	12 Oct	Course Revision and Exam Prep		

**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 #2 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.

<b>Assessment component</b>	<b>Date Due</b>	<b>Weighting</b>	<b>Learning Objectives</b>
<b>Mid-term Test</b>	8.30 am-9.30 am, 14 <sup>th</sup> August 2015 Room TBA	<b>20%</b>	1-4
<b>Assignment</b>	Due 2 <sup>nd</sup> October at 4.00pm. <i>Further details in assignment handout</i>	<b>30%</b>	1-4
<b>Tutorials</b>	You <b>MUST</b> attend at least five of the six tutorials. Tutorials 1, 2 and 4 are compulsory	<b>10%</b>	1-4
<b>Final examination</b>	The date, time and place will be announced during the term. This examination will be closed book and two hours in duration.	<b>40%</b>	1-4
<b>Total</b>		<b>100%</b>	

Information on the mid-term test and the return of the assignment will be posted on Blackboard. Please also note mandatory course requirements.

## **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 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.

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 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (inclusive)

## **Mandatory Course Requirements**

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

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

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

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.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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