

School of Marketing and International Business

MARK 202 CONSUMER BEHAVIOUR

Trimester 1, 2016

COURSE OUTLINE

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

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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](#).

Names and Contact Details

Course Coordinator/Lecturer

Office:

Phone:

Email:

Office Hours: (or by appointment)

Dr Janine Williams

RH 1127, Rutherford House

04-463 5027

janine.williams@vuw.ac.nz

Tuesdays, 11.30 to 12.30

Course Administrator:

Office:

Phone:

Email:

Office Hours:

Katrina Walsh

RH 1121, Rutherford House

463 5723

katrina.walsh@vuw.ac.nz

Monday to Friday 9.00am to 4.00pm

Class Times and Room Numbers

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

Tuesdays: 9.30 – 10.20am, Rutherford House, RHLT1

Thursdays: 9.30 – 10.20am, 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 below. Times and places for the tutorials will be posted on Blackboard. Sign-up for tutorials will occur via MyAllocator, instructions for this will be provided on the Blackboard site. MARK 202 will be available in MyAllocator until **12 noon, Thursday 3 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.

Course Schedule				
Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial / Assignment
1	29 Feb	Introduction Consumer Behaviour Consumer Decision-making	Chapter 1 Chapter 8	
2	7 Mar	Decision Making Consumer Decision-making Purchase and Post-purchase	Chapter 8 Chapter 9	Tutorial 1 <i>Introduction to tutorials and the assignment; segmentation exercise; introduction to decision-making exercise</i>
3	14 Mar	Consumers as Individuals Perception Motivation and Values	Chapter 2 Chapter 5	Tutorial 2 <i>Decision-making discussion, & introduction to business report writing</i>
4	21 Mar - 23 Mar (M,T,W)	Consumers as Individuals - Learning and Memory	Chapter 3	
<i>Note: Weeks 4 and 5 are both short weeks due to the Easter break. If your allocated tutorial day is on a Monday, Tuesday or Wednesday you attend the tutorial in Week 4. If your allocated tutorial day is on a Thursday or Friday you attend this same tutorial (same content) but in Week 5.</i>				
Easter Break, 24 March – 30 March				
5	31 Mar - 1 Apr (Th,F)	Consumers as Individuals Learning & Memory (continued)	Chapter 3	

6	4 April	Consumers as Individuals Personality The Self	Chapter 4 Chapter 6	Tutorial 3 <i>Business report writing and introduction to motivations exercise</i> Mid-term test, Thursday 7 April 6-7pm
7	11 April	Consumers as Individuals Attitudes (pt 1) Attitudes (pt 2)	Chapter 7	Tutorial 4 <i>Motivations discussion and introduction to personality and lifestyles exercise</i>
8	18 April	Consumers in a Sociocultural Environment Group Influence & Reference Groups	Chapter 10	Tutorial 5 <i>Personality and lifestyles discussion & introduction to attitudes exercise</i>
Mid-trimester Break, 25 April – 1 May				
9	2 May	<i>Consumers in the Sociocultural Environment Reference Groups & Opinion Leadership Households and Families</i>	Chapter 10	Tutorial 6 <i>Attitudes discussion & introduction to reference group exercise</i>
10	9 May	Consumers in the Sociocultural Environment Culture and Subcultures Income and Social Class	Chapter 11,14 Chapter 12	Tutorial 7 <i>Reference group discussion and introduction to culture/subculture exercise</i>
11	16 May	Consumers in the Sociocultural Environment Consumer Research Age and Gender	Chapter 13	
12	23 May	The Culture of Consumption Ethics	Chapter 14 Chapter 1, pp. 16-23	Assignment due 23 May, 10am Submit assignments to the MARK 202 box in Railway West Wing (Level 1) and Turnitin on Blackboard.
13	30 May	Course wrap up and examination		

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 (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.

Mandatory course requirements

In addition to achieving an overall pass mark of at least 50%, students must score over 40% in the final examination.

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice 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

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 13-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.

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%

Thursday 7th April, 6.00-7.00 pm, Arrive by 5.45pm

Learning objectives: 1, 2, 3, 4.

2. Assignment: worth 30%

Due: Mon 23rd May, at 10am.

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 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.

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 10th June – Wednesday 29th June (inclusive)

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.

Student feedback

Previous students have found this course to be of high quality, well organised and interesting.

Material is continually updated to ensure this remains the case.

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php.

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.

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.
