

School of Marketing and International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester 1, 2016

COURSE OUTLINE

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

Upon completing 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.

Trimester Dates

From Monday 29th February – Friday 3rd June 2016.

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. 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: Dr Micael-Lee Johnstone
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Email: micael-lee.johnstone@vuw.ac.nz
Office Hours: TBA

Course Administrator: Katrina Walsh
 Office: RH 1121, Level 11 Rutherford House
 Phone: 04 463 5723
 Email: katrinal.walsh@vuw.ac.nz
 Office Hours: Monday – Friday 9.00am – 4.00pm

Class Times and Room Numbers

Wednesday 10.30 – 1.20pm Railway, RWW311

Course Delivery

This course is designed to be extremely interactive. Course objectives will be met through a mix of formal teaching sessions, seminars, and class discussion. Students are expected to attend all seminars, read the assigned material and be prepared to discuss consumer behaviour theories, concepts and ideas in class.

Course Schedule		
Week	Starting	Seminar Topic
1	29 Feb	Course Overview: What is Consumer Research?
2	7 Mar	Self-Identity
3	14 Mar	Symbolic Consumption
4	21 Mar -23 Mar (M,T,W)	Sub-Cultures & Brand Communities Written critiques & Presentations begin this week.
<i>Easter Break, 24 March – 30 March</i>		
5	31 Mar - 1 Apr (Th, F)	No seminar this week
6	4 April	In-Class Discussion & Workshop: Analysis & Coding
7	11 April	Shopping Behaviour
8	18 April	Servicescapes
<i>Mid Trimester Break, 25 April – 1 May</i>		
9	2 May	Media Consumption & Technology Assignment due Friday 6th May, 4pm. Hand in to the 11th floor reception desk.
10	9 May	The Sacred and Profane
11	16 May	Sustainability and Green Marketing
12	23 May	Marketing Ethics & Ethical Consumption
13	30 May	Test in class (Wednesday 1st June – starting at 10.30am)

Note: This is a tentative schedule. Changes to this schedule may 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. A list of readings will be available on Blackboard in Week 1.

Mandatory course requirements

To meet mandatory course requirements students must submit all of the assigned work as outlined in the course outline. 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 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

Students are expected to spend an average of 10 hours per week on the various activities associated with MARK 410. 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.

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
Written Critique & Presentation (Objectives 1,2,3,5)	20	<i>Will take place in weeks 4,7,10-12. Students will be assigned a topic in week 2.</i> See assignment sheet for details.
Written Assignment (Objectives 1-6)	40	<i>Friday 6 May, 4pm.</i> See assignment sheet for details.
Test (Objectives 1,2,3,4,6)	30	<i>Wednesday 1 June, 10.30am.</i>
Class Participation	10	<i>On-going (See assignment sheet for details)</i>
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.

Materials and Equipment

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

Student feedback

Students in the past have liked the *qualitative* assignment. They said it helped them with their dissertation topic so this assignment continues to be a key piece of assessment. 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 of MARK 410, 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.

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.

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.
