

School of Marketing and International Business

## MARK 202 CONSUMER BEHAVIOUR

Trimester 2, 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

#### Course Content

Course Schedule				
Week	Starting	Lecture topic	Required readings: chapter	Tutorial (Key Activity) / Assessment
1	11 July	<b>Course Introduction:</b> Introduction to Consumer Behaviour	Ch 1	
2	18 July	<b>Consumers as Individuals:</b> Perception	Ch 2	<i>Tutorial #1</i> <i>Introduction to tutorials and the assignment</i>
3	25 July	<b>Consumers as Individuals:</b> Learning & Memory	Ch 3	<i>Tutorial #2</i> <i>“Short Conversations” Method</i>
4	1 Aug	<b>Consumers as Individuals:</b> Personality Motivation and Values	Chs 4 & 5	<i>Tutorial #3</i> <i>Business report writing</i>
5	8 Aug	<b>Consumers as Individuals:</b> The Self	Ch 6	<i>Tutorial #4</i> <i>Assignment 1 drop in session</i>
6	15 Aug	<b>Consumers as Individuals:</b> Attitudes Attitude Change	Ch 7	<i>Tutorial #5</i> <i>Attitude Measurement</i> <b>Assignment 1 due Monday 15<sup>th</sup> Aug, 3pm</b>

<i>Mid Trimester Break, 22 August – 4 September</i>				
7	5 Sep	<b>Decision Making:</b> Consumer Decision-making Purchase and Post-purchase	Chs 8 & 9	<b>Tutorial #6</b> <i>Participant Observation Method</i>
8	12 Sep	<b>Decision Making:</b> Groups & Social Connections Reference Groups	Ch 10	
9	19 Sep	<b>Consumers in a Sociocultural Environment:</b> Culture & Lifestyle	Chs 11	
10	26 Sep	<b>Consumers in the Sociocultural Environment:</b> Income & Social Class Age & Gender	Chs 12 & 13	<b>Tutorial #7</b> <i>Assignment 2 drop in session</i>
11	3 Oct	<b>Consumers in the Sociocultural Environment:</b> Consumption Culture Consumer Movements	Ch 14	<b>Assignment 2 due Monday 3<sup>rd</sup> October, 3pm</b>
12	10 Oct	Course Revision and Exam Prep		

### Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17<sup>th</sup> October – Thursday 20<sup>th</sup> October

Examination Period: Friday 21<sup>st</sup> October – Saturday 12<sup>th</sup> November (inclusive)

### Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22<sup>nd</sup> July 2016.
2. The standard last date for withdrawal from this course is Friday 23<sup>rd</sup> September 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 Djavlonbek Kadirov

RH 1109, Rutherford House

04-463 5431

[djavlonbek.kadirov@vuw.ac.nz](mailto:djavlonbek.kadirov@vuw.ac.nz)

Thursdays, 13.30 to 15.30

#### **Course Administrator:**

**Office:**

**Phone:**

**Email:**

**Office Hours:**

Katrina Walsh

RH 1121, Rutherford House

04-463 5723

[katrina.walsh@vuw.ac.nz](mailto:katrina.walsh@vuw.ac.nz)

Monday to Friday 9.00am to 4.00pm

## **Class Times and Room Numbers**

Thursdays 11.30 – 13.20 Rutherford House, RHLT1

## **Course Delivery**

In addition to the lectures, 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 MyAllocator, instructions for this will be provided on the Blackboard site. 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.

## **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. Previtte  
**Publishers:** Pearson Australia

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

## **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](http://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 12-week trimester for MARK 202. This workload includes time preparing for and attending lectures and tutorials, preparing the assignments and studying for the 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 three items of assessment are listed below. Further details on the assignment will be posted on the Blackboard site.

**1. Assignment 1: worth 25%**

Due: Mon 15<sup>th</sup> August, at 3pm.

*Learning objectives: 1, 3.*

*See the assignment handout for further details.*

**2. Assignment 2: worth 35%**

Due: Mon 3<sup>rd</sup> October, at 3pm.

*Learning objectives: 2, 3, 4.*

*See the assignment handout for further details.*

**3. 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, 4.*

**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 21st October – Saturday 12<sup>th</sup> November (inclusive)

**Penalties**

Late assignments: Assignments are to be handed in electronically via Blackboard. Any assignments received after the deadline will have 5% deducted from the available grade, per day. For example, an assignment that is one day late will lose 5% of the available grade (i.e. a 78% becomes a 73%), 2 days late - 10% (i.e. a 78% becomes 68%), etc. Assignments received 7 days after the due date will be marked only in exceptional circumstances

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: Expected word counts are stated for each assignment.

**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](http://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.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 via blackboard, or during class or tutorials 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.

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