

SCHOOL OF MARKETING & INTERNATIONAL BUSINESS

MARK 202
BUYER BEHAVIOUR

Trimester 1 2013

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer (first 7 weeks)	Dr. Jayne Krisjanous
Office:	Room 1118 - Level 11 Rutherford House
Phone:	463 6023
Email:	jayne.krisjanous@vuw.ac.nz
Office Hours: (or by appointment)	Tuesdays 10.30 am to 11.20 am
Lecturer (second 6 weeks):	Dr. Janine Williams
Office:	Room 1112 - Level 11 Rutherford House
Phone:	463 6913
E-mail:	janine.williams@vuw.ac.nz
Office Hours: (or by appointment)	Tuesdays, 1.00 pm to 2.00 pm
Course Administrator:	Jessie Johnston
Office:	RH 1121
Phone:	463 5330
Email:	jessie.johnston@vuw.ac.nz
Office Hours:	Monday to Friday 9.00 am to 4.00pm

Trimester Dates

Teaching Period:	Monday 4 March – Friday 7 June
Study Period:	Monday 10 June – Thursday 13 June
Examination Period:	Friday 14 June – Wednesday 3 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2012.
2. The standard last date for withdrawal from this course is Friday 17 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.

Class Times and Room Numbers

Tuesdays: 11.30 – 12.20pm, Rutherford House, RHLT1
Fridays: 11.30 – 12.20pm, Rutherford House, RHLT1

Course Delivery

This course will be delivered via two 50-minute lectures per week, in addition to seven tutorial sessions. 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 S-cubed, instructions for this will be provided on the Blackboard site. The S-cubed site will be available on Blackboard from **12pm Tuesday 5th March till 5 pm Friday 8th March**. Final student allocation to tutorial groups and rooms will be posted on Blackboard by the end of Week 2.

Once you have signed up, you will be assigned to a tutorial group by the course administrator, Jessie Johnston. For the **first two weeks** of tutorials you may contact her to make changes to your tutorial time. After this time you should contact the lecturer for any required changes.

Whilst attendance at tutorials is not compulsory they form an integral part of the course and each tutorial builds on a component of the course assignment. Therefore attendance at all tutorials is strongly recommended. 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 15-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.

Course Learning Objectives

By the end of this course, students should be able to achieve the following objectives.

1. Apply the theories of buyer behaviour in consumer settings;
2. Analyse consumer decision-making processes using buyer behaviour principles to make recommendations for marketing plans;
3. Critique purchasing decisions (their own and others) as well as existing marketing materials in light of buyer behaviour knowledge;
4. Explain the use and application of research strategies and tools that contribute to the development of buyer behaviour knowledge;
5. Explain ethical issues that relate to the field of buyer behaviour, and marketing's subsequent responsibilities to consumers and society;
6. Communicate buyer behaviour theory and ideas effectively, orally and in writing;
7. Generate and utilise critical and creative thinking skills, individually and within teams.

Course Content

The course will give students the knowledge and skills necessary to perform detailed consumer analyses with emphasis upon the role of sales and negotiation within a buyer behaviour context.

Week 1 5 th March 8 th March	Course Introduction Consumer Behaviour Introduced	Chapter 1
Week 2 12 th March 15 th March	Consumers as Decision Makers Consumer Decision-making Consumer Decision-making	Chapter 8 Chapter 8
Week 3 19 th March 22 th March	Consumers as Decision Makers Consumer Decision-making Purchase and Post-purchase	Chapter 8 Chapter 9
<i>Tutorial #1</i>	<i>Introduction to tutorials and the assignment; segmentation exercise; introduction to decision-making exercise</i>	
Week 4 26 th March	Consumers as Individuals Perception	Chapter 2
<i>Tutorial #2</i> <i>(Mon, Tues, Wed)</i>	<i>Decision-making discussion, & introduction to motivations exercise</i>	
Easter break – 28th March - 3rd April 2013		
Week 5 5 th April	Consumers as Individuals Learning & Memory	Chapter 3
<i>Tutorial #2</i> <i>(Thurs, Fri)</i>	<i>Decision-making discussion, & introduction to motivations exercise</i>	
Week 6 9 th April 12 th April	Consumers as Individuals Personality IN-CLASS TEST	Chapter 4
<i>Tutorial #3</i>	<i>Business report writing</i>	
Week 7 16 th April 19 th April	Consumers as Individuals Motivation and Values The Self	Chapter 5 Chapter 6
<i>Tutorial #4</i>	<i>Motivations discussion and introduction to lifestyles exercise</i>	
Mid Term Break – 22 April - 28 April 2013		
Week 8 30 th April 3 rd May	Consumers as Individuals Attitudes Attitudes (continued)	Chapter 7 Chapter 7
<i>Tutorial #5</i>	<i>Lifestyles discussion & introduction to attitudes exercise</i>	

Week 9 7 th May 10 th May	Consumers in a Wider Environment Group Influence & Reference Groups Reference Groups & Opinion Leadership	Chapter 10 Chapter 10
<i>Tutorial #6</i>	<i>Attitudes discussion & introduction to reference group exercise</i>	
Week 10 14 th May 17 th May	Consumers in a Wider Environment Households and Families Culture and Subcultures	Chapter 10 Chapter 11,14
<i>Tutorial #7</i>	<i>Reference group discussion</i>	
Week 11 21 st May 24 th May	Consumers in a Wider Environment Income and Social Class Age	Chapter 12 Chapter 13
Week 12 28 th May 31 st May	The Culture of Consumption Diffusion of innovations	Chapter 14 Chapter 14
<p align="center">Week 12: Assignment due 4pm, Monday, 27th May Hand in assignments to the MARK 202 Box No 3 on the Mezzanine floor, Rutherford House and Turnitin on Blackboard.</p>		
Week 13 4 th June 7 th June	Ethics Course wrap-up and final-exam discussion	Chapter 1, pp.16-23

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*. 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 handed out in the class in which they are used.

Writing Guidelines are expected to be followed for the assignment. These will be reviewed in Tutorial #3 and handed out to the class (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 final grade will be determined 50% on internal assessment and 50% on the final examination. The three 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% - Friday 12th April 11.30-12.20 pm

Learning objectives: 1, 2, 5, 6, 7.

2. Assignment: worth 30% - Due: Monday, May 27th, 4pm

Learning objectives: 1, 2, 3, 4, 5, 6, 7.

See the assignment handout for further details.

3. Final examination: worth 50%

The final examination for this course will take place during the examination period which runs from Friday 14 June – Wednesday 3 July (inclusive). 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, 5, 6, 7.

Information on the return of the assignment will be posted on Blackboard.

Please also note mandatory course requirements (page 6).

Assignments

Handing in Assignments

Post your assignment in the MARK 202 Assignment Box No.3, located by the windows 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.

Any work received after that time will be deemed late and incur penalties (see below). Late assignments must be date stamped and signed-in by a staff member at the reception desk of 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 (RH 1121) 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 will 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:

14 June – 3 July (inclusive)

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 202, you must:

- Complete the mid-term test,
- Submit the assignment, as outlined in the assessment section,
- Score over 40% in the final examination,

The overall pass mark for this course will be 50% of the total marks, i.e., 50/100.

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.
