

School of Marketing & International Business

MARK 410 ADVANCED CONSUMER BEHAVIOUR

Trimester One 2013

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator:	Dr. Kate Daellenbach
Office:	1117, Level 11 – Rutherford House
Phone:	463 6255
Email:	kate.daellenbach@vuw.ac.nz ,
Office Hours:	Thursdays 1.00 - 2.00pm or by appointment

Trimester Dates

This course runs from Monday, 4th March, 2013 – Friday 7th June, 2013.

Withdrawal from Course

Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013. 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

Lectures/Seminars for MARK 410 will take place on Fridays, 10.30am – 1.30pm, in Rutherford House, room RHG01.

Course Delivery

MARK 410 consists of one three hour seminar each week. A set of readings and assigned course work has been designed to assist learning. Students are expected to read the assigned material, attend all seminars, and be prepared to discuss Consumer Behaviour ideas and concepts in class.

Expected Workload

Students are expected to spend an average of 10-12 hours per week on the various activities associated with MARK 410.

Course Learning Objectives

By the end of 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 research.
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.

Course Content

The BCom (Hons) Programme in Marketing is designed to further develop the intellectual capabilities and skills of those who have recently completed a Bachelor's Degree with a Major in Marketing. It is our conviction that the programme will develop a participant's ability to make valuable contributions to marketing practice through further advanced study and research in the discipline.

The purpose of MARK 410 is to advance student understanding of consumer behaviour research but from a decidedly more academic, interpretive, and qualitative orientation.

This is a tentative schedule, subject to change.

Week	Date	Topics
1	Fri 8 th March	Course Overview: What is Consumer Research?
2	Fri 15 th March	Self-Identity
3	Fri 22 nd March	Symbolic Consumption <i>Presentations / critiques begin, schedule TBA.</i>
	Fri 29 th March	Good Friday (University is closed)
4	Fri 5 th April	Sub-Cultures & Brand Communities
5	<i>Fri 12th April</i>	<i>Mid-term test (in-class)</i> In-class discussion: Research questions in qualitative research.
6	Fri 19 th April	Attitude, Involvement & Information Processing <i>Proposed topic & research question due for assignment.</i>
		University break: 20 th April – 28 April.
7	Fri 3rd May	Shopping Behaviour In-class discussion: Interview Protocols

8	Fri 10 th May	Media Consumption & Technology
	<i>Mon 13th May</i>	<i>Proposed interview protocol, information sheet and consent form due for assignment.</i>
9	Fri 17 th May	Disposition Behaviour
10	Fri 24 th May	Experiential Consumption & the Arts
11	Fri 31 st May	Ethics & Anti-Consumption
	<i>Tues 4th June</i>	<i>Assignment due</i>
12	Fri 7 th June	Final course wrap-up

Readings

The reading material for this course consists of a set of journal articles and book excerpts. A list of readings will be made available to you in Week 1.

Materials and Equipment

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

Assessment

Evaluation for the course is as follows:

Assessment	%	Due Date
Presentation & Critique (1000-1200 words) (Objectives 1, 2, 3, 5)	20%	<i>From week 3 (Friday, 22nd March).</i> Each student will prepare and conduct a presentation/critique. Presentations will take place in class and written critiques are due at the beginning of the relevant class. Students will be assigned specific papers for this assessment in week 2.
Test (1.5 hours) (Objectives 1,2,3,4)	30%	<i>Friday 12th April, 10.30am – 12.00.</i> Details will be provided in class.
Assignment (4000-5000 words) (Objectives 2,3,4,6)	50%	<i>Tuesday, 4th June, 9.30am</i> Your final report needs to be submitted by 9.30am, <u>and</u> submitted to <i>Turnitin</i> . Additional deadlines are noted for the research question (19 th April) and interview protocol (10 th May) (see the schedule and assignment handout).
Total	100%	

Handing in assignments

Unless otherwise stated, the lecturer will collect the written critique at the beginning of class on the date of the student's presentation. The assignment is to be handed in at the 11th floor reception desk. **NOTE:** Any work received after the start of the class on the noted deadline will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed

in by the 11th floor reception staff. Do NOT slide assignments under doors. Assignments must also be submitted to *Blackboard* by the due date and time.

Returning Assignments

Where possible, assignments will be returned to students in class, or by the lecturer at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the Course Coordinator for three months following the end of term, and then disposed of.

Extensions

Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) on a case by case basis by the MARK 410 Course Coordinator.

Word Count

Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty.

Test

Test will take place during class time on *Friday 12th April, 10.30am – 12.00.*

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) 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. In addition, files that cannot be opened will be deemed late and incur penalties.

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.

Mandatory Course Requirements

To meet mandatory course requirements students must submit ALL pieces of internal assessment. 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.

Class Representative

A class representative will be elected in MARK405, and that person's name and contact details will be 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 lectures, 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 lecturer cannot be held responsible if you do not check the notices on *Blackboard* regularly.

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.
