THE UNIVERSITY
OF AUCKLAND
BUSINESS SCHOOL

Content Outline 2017
MKTG 705: ADVANCED BUYER BEHAVIOUR (15 POINTS)

Semester 1 (1173)

Course Prescription
This is a core course in the Postgraduate Programme, providing a foundation for a deeper understanding of buyers. This is an advanced study of fundamental theories in buyer behaviour, where both classical and contemporary theories are evaluated.

Programme and Course Advice
This course is open to all students who have been admitted to the BCom Honours in Marketing or Masters in Commerce in Marketing at the University of Auckland. Entry to all other students is at the discretion of the Postgraduate Advisor in Marketing and with the approval of the Course Convenor.

Goals of the Course
The purpose of this course is to provide you with an introduction to advanced research in consumer behaviour, and to provide you with a foundation for critical thinking in consumer research and marketing. In particular, this course will provide an overview of the key aspects of consumer behaviour that have been studied in the past, and an introduction to selected current topics in consumer research.

Learning Outcomes
By the end of this course it is expected that you will have:
1.   a broad overview of the field of consumer research and its application to research and practice.
2.   an in-depth understanding of some of the current areas of research in consumer behaviour.
3.   been exposed to topics, theories, approaches, and methods that may be useful in your own research.
4.   developed your ability to understand and evaluate existing consumer research

Content Outline
Week 1   Culture & Consumption
Week 2   Self & Consumption
Week 3   Consumption Meaning
Week 4   Consumption Magic
Week 5   Consumer Communities
Week 6   Frontiers of Consumer Research
Week 7   CCT & Sociology I: Research Design
Week 8:   CCT & Sociology II: Theory and Introspection
Week 9   Research Progress Reports & Consultations
Week 10   Luxury Consumption & Culture
Week 11   Digital Consumer Culture
Week 12   Research Project Presentations

Learning and Teaching
Our meetings will take the form of seminar, each between 2 and 3 hours long. Postgraduate students are expected to attend **all** scheduled seminars and to have fully prepared for seminars by completing the required readings.

Inclusive Learning
Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor, Karen V. Fernandez.

Student Feedback
One course representative is selected by the enrolled students to help solicit feedback from the class at least once during the semester. Students are also given the opportunity to provide feedback via formal evaluations at the end of the semester. Wherever possible, this feedback is used to shape or change the course to better meet students' needs.

Teaching Staff

Course Convenor and Lecturer:
Associate Professor Karen V. Fernandez
Office: 260-417 (Lvl 4, OGGB)
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Lecturer:
Senior Lecturer Dr. Yuri Seo
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Learning Resources

Canvas: Useful material such as this course outline and some readings. Additional useful material such as powerpoint handouts, additional readings or exam guides may be posted on Canvas from time to time. Please check your Canvas email address at least twice a week, preferably every Monday and Wednesday.

Textbook: There is no prescribed text for this course. Instead, students will be expected to read and critically evaluate assigned journal articles and book chapters.

Assessment

Contribution - Content	15%
Contribution - Application	15%
Literature Review	35%
Research Project	35%
	_____
Total	100%

It is anticipated that all assessment in this paper except part of the research project will be individual in nature. The research project will be done in small teams (the size of the teams will depend on class size) and will include a proportion of individual assessment (via peer and lecturer feedback). Further details on all assessments will be provided in class meetings.

Learning Outcome	Contribution -Content	Contribution- Application	Literature Review	Research Project
1	√		√	√
2	√	√	√	√
3	√	√	√	√
4	√		√	