



## **Course Outline 2017**

### **BUSMGT 752: Understanding Consumers (15 points)**

#### **Quarter 2 2017 (1174)**

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#### **Course Prescription**

Focuses on the analysis of markets and buyers. It will involve the basic principles and application of market research. The course will also cover buyer behaviour concepts.

#### **Programme and Course Advice**

*Prerequisite: BUSMGT 711-714 with at least a B- average*

#### **Goal of the Course**

The overall goal of the course is to develop students' understanding of consumers and markets through the application of market research concepts and techniques, and how they can be used to inform business decision-making.

#### **Learning Outcomes**

Upon completion of the course it is expected that students will be able to:

1. Demonstrate the application of market research concepts and techniques.
2. Use relevant market research techniques for the critical analysis of consumers and markets.
3. Evaluate market research techniques and their appropriateness in business decision-making.
4. Formulate key strategic recommendations from an analysis of consumers and markets.
5. Develop oral presentation, team work, and time management skills.

#### **Content Overview**

Week 1: Introduction to Marketing Research

Week 2: Introduction to Consumer Behaviour

Week 3: Defining the Marketing Research Problem

Week 4: Research Design

Week 5: Secondary Data

Week 6: Qualitative Research

Week 7: Surveys

Week 8: Questionnaire Design & Sampling

Week 9: The Marketing Research Report

Week 10: Conclusion and Revision

## **Learning and Teaching**

Teaching methods used in this course include lectures, tutorials and workshops/team-based learning (TBL) sessions. Students are expected to attend 5.5 contact hours per week, comprising a 1.5-hour plenary session (Monday 11am-12:30pm), 2-hour tutorial (Thursday 3-5pm), as well as a 2-hour TBL session (Friday 11am-1pm).

In addition to attending classes, students should be prepared to spend about ten hours per week on activities related to this course. These activities include reading the course materials, solving recommended problems, preparing for lectures, tutorials and TBLs, preparing for and working on the assessments for this course.

Students are required to attend classes ready to discuss the assigned materials. You should plan to pre-read the assigned material ahead of class. You will need to attend class prepared to participate, so that you will get most out of your attendance. The tutorials and TBLs are an opportunity for you to practise the application of concepts as well as develop your analytical and critical thinking skills in a marketing context.

In addition to your textbook, there will be further weekly readings and cases aligned to each topic area available for you on Canvas. You are expected to have read and digested these articles, in addition to the relevant chapters, before class. Your lecturer may ask you to comment on, critique, analyse or answer questions associated with any of your readings.

## **Teaching Staff**

Dr Nina Brosius

E-mail: [n.brosius@auckland.ac.nz](mailto:n.brosius@auckland.ac.nz)

Room: TBA

Office hour: Fridays 9:00 – 11:00am

## **Learning Resources**

*Required Text:*

Burns, A.C., Veeck, A., & Bush, R.F. (2017). Marketing Research, 8<sup>th</sup> Edition (Global Edition).

## ASSESSMENT

Assessment Task	Learning outcomes	Weighting	Due
1. Mini Quiz	1, 2 & 4	10% in total	Weekly (from week 2) during TBL
2. Topic Presentation (Team)	1-4	20% (5% & 15%)	Weekly (Weeks 2-9)
3. Market Research Report (Individual)	1-4	30%	Week 9: May 23
4. Final Test (Individual)	1-4	40%	Week 10: TBA

The assessment for this course comprises weekly written mini quizzes to be taken during each TBL session (from week 2), an oral presentation on the topic for a week (in weeks 2-9), a Market Research report (due in week 9), and a written Final Test (week 10). The mini quizzes, Market Research Report and written Final Test are individual assessments. The oral presentations will be conducted in a team.

The mini quizzes each week will cover the topics that are discussed during that week. They will be short answer (3 questions) quizzes that take 15min.

The oral presentations will be conducted in a team during the tutorial in weeks 2-9. The team members will be assigned in week 1. Every team will present twice, e.g. week 2 (5%) and week 6 (15%). For the presentations, each team will need to review the topic of that week and create a 20min presentation on it. Preferably, each team member gets the chance to present some portion of it. At the end of the presentations, the other class members (in their teams) should ask at least one question related to the topic. Also, teams should provide short feedback to the presenting team.

The Market Research Report will comprise two components, including secondary and primary research. The report should be 3,000 words plus references and appendix. For students to stay on track and for the lecturer to check progress, there will be associated milestone checks due in relevant TBL sessions (week 5 and week 7). In week 5, you should show a draft of your introduction, marketing research problem and secondary research. In week 7, you should present a draft of your primary data collection and analysis. At both points, your progress and any issues or questions you might have can be discussed.

For additional information regarding the assessments, please refer to the Market Research Report and oral presentation assignment sheets and marking guides. Further information regarding the Final Test will be made available in class or on Canvas. For any details about the programme policies around the late submission of assignments, or for special consideration or aegrotat processes, please contact the Programme Manager.

## **Inclusive Learning**

Students are urged to privately discuss any impairment-related requirements in person and/or in written form with the course convenor/lecturer and/or tutor.

## **Student Feedback**

We regularly seek feedback from students in order to shape and improve this and all courses on the programme. Students will be asked to complete formative fast feedback early in the quarter, and course and teaching evaluations at the end of the course. In addition, each course will seek volunteers to serve as class reps.

## **Cheating and Plagiarism**

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: [www.cite.auckland.ac.nz/](http://www.cite.auckland.ac.nz/)

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at: [www.business.auckland.ac.nz/conductcoursework](http://www.business.auckland.ac.nz/conductcoursework)

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

## **Third Party Assistance with Coursework**

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties, you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available

at: [www.business.auckland.ac.nz/thirdpartyassistance](http://www.business.auckland.ac.nz/thirdpartyassistance)

## **Help with Academic Referencing**

Acknowledgement of sources is an important aspect of academic writing. The University's Referen@ite website [www.cite.auckland.ac.nz](http://www.cite.auckland.ac.nz) provides students with a one-stop online resource for academic referencing needs. Referen@ite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.

## **Assignment Submission**

All assignments for this course should be submitted through the Assignments section of these course webpages, after going through the standard review process. This process is as follows:

1. assignment draft is run through Grammarly
2. Grammarly report and assignment draft are submitted to the assignment draft point for language, grammar and structure review and feedback by the Business Communication team, and for originality checking. This draft point will close no later than 24 hours before the assignment submission deadline
3. final assignment, which incorporates the Business Communication team feedback on language and originality, is submitted to the final submission point

The draft and final submission points can be found in the Assignments section of these webpages.

## **In the event of an unexpected disruption**

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via Canvas and the University website.

## **Late Submissions and Special Consideration**

For any queries about the programme policies around the late submission of assignments, or for special consideration or aegrotat processes, please contact the Programme Manager.