

## Course Outline 2011

### MARKET 717: CUSTOMER BEHAVIOUR (15 POINTS)

#### Quarter 2 (1114)

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#### Course Prescription

Analysis and evaluation of consumer and buyer behaviour and Market research, and their implications for managerial decision-making.

#### Programme and Course Advice

*Prerequisite: 60 points from BUSADMIN 761-764, 771-774, 775*

*Restriction: MARKET 702*

#### Goals of the Course

- To appreciate the key influences on individual consumers and industrial buyer behaviour, and their implications for businesses.
- To gain clear insight into how buyer behaviour shapes, and is shaped by, branding activities.
- To understand the nature and scope of market research.
- To be able to adapt principles of customer behaviour into useful market research.

#### Learning Outcomes

By the end this course it is expected that the student will be able to:

1. understand the key dynamics of consumer behaviour;
2. use the key principles of branding;
3. have knowledge of the tools and methods available for tactical and strategic consumer and market research; and
4. be capable of writing an appropriate research brief.

#### Content Outline

The initial portion of the course introduces and applies selected fundamental theories of customer behaviour. The second portion of the course introduces methods and tools for commissioning, undertaking, evaluating, and using marketing research.

- Introduction & overview
- Understanding consumer decision processes – involvement, decision making, & attitude theory
- Consumer culture, reference groups, environmental influences
- Diffusion of Innovation and consumer behaviour
- Brand Definition, the Nature of Brands and Brand Equity
- Consumer, Corporate, and Business to Business Brands
- Branding Strategies: Leveraging Brands through Brand and Line Extensions
- Introduction to market research and the use of different research methods in day to day business
- Qualitative and quantitative market research approaches, research from secondary sources, including the World Wide Web
- Course summary & exam brief

## Learning and Teaching

This course is taught in Quarter 2, in 30 hours over 10 weeks on the City campus. Class size is small. Course process may include seminars, case studies, and team work. All sessions will offer highly interactive discussions. Students are expected to use at least six additional hours each week in reading and preparing for the class. Active participation is essential, and students will be expected to master material assigned in readings, presented in class lectures and discussions.

## Teaching Staff

### Lecturer:

**Dr Catherine Frethey-Bentham**

Office: Room 404, Owen Glenn Building

Phone: 373-7599 Ext. 88830

Email: [c.bentham@auckland.ac.nz](mailto:c.bentham@auckland.ac.nz)

### GSE Support Staff

Office: OGGB 3114

Phone: 0800 227 337

Email: [gse@auckland.ac.nz](mailto:gse@auckland.ac.nz)

## Learning Resources

**Text:** There is no specified text book for this course.

Readings and case material will be handed out during the course.

Library resources will be linked through Cecil.

## Assessment

Individual assignment 20%

Team project 20%

Final examination (2 hours) 60%

Total: 

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100%

Further details on these assessments will be provided on Cecil prior to course commencement. Minimum requirement to pass the course: 50% overall aggregated marks. You must pass the exam to pass the course. The examination is 2 hours in duration and open book.

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Individual Assignment	Team Project	Final Examination
1	X	X	X
2	X		X
3	X		
4		X	X

