

**Course Outline 2009**  
**MARKET 702: UNDERSTANDING CUSTOMERS AND MARKETS**  
**(20 POINTS)**

---

**Course Prescription**

Develops an appreciation and understanding of consumer and buyer behaviour and market research, and their implications for management decision-making.

**Programme and Course Advice**

Pre-requisite: Market 701

**Goals of the Course**

1. To appreciate the key influences on buyer behaviour, and their implications for businesses.
2. To understand the nature and scope of market research.
3. 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. have gained knowledge of the tools and methods available for tactical and strategic consumer and market research; and
3. write an appropriate research brief.

**Content Outline**

- Introduction & overview
- Understanding consumer decision processes – involvement, decision making, & attitude theory
- Consumer culture, reference groups, environmental influences
- Diffusion of Innovation and consumer behaviour
- Introduction to market research, do's and don'ts, and ways to use different research methods in day to day business
- Qualitative market research approaches
- 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 3, in 35 hours over 10 weeks on the city campus. Class size is small-medium. Course process may include: seminars, case studies, oral presentations, workshops, and team work. All sessions will offer 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.

While it is recommended students undertake this course after Market.701 and prior to Market.703, we acknowledge that the timetable may not allow this.

### Teaching Staff

Lecturer: Rick Starr  
Office: Room 366, Owen Glenn Building  
Mobile: 021-637-915  
Email: [rg.starr@auckland.ac.nz](mailto:rg.starr@auckland.ac.nz)

Course Coordinator:  
Omar Fahmy  
Phone: 373 7599 Ext. 82892  
Email: [o.fahmy@auckland.ac.nz](mailto:o.fahmy@auckland.ac.nz)

### Learning Resources

Text: There is no specified text for this paper.

A set of course readings is provided.

Library resources: <http://www2.auckland.ac.nz/lbr/bus/marketing.htm>

### Assessment

Team project	20%
Individual assignment	20%
Final examination (3 hours)	60 %

Learning Outcome	Team report	Individual Assignment	Exam
1	x	x	x
2	x		x
3	x	x	x