

<https://courseoutline.auckland.ac.nz/DCO/course/MKTG/705/1213>



Business and Economics

MKTG 705 : Advanced Consumer Research (15 POINTS)

2021 Semester One

Course Prescription

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.

Course Overview

This course builds on prior undergraduate study of consumer behaviour to introduce advanced classical and contemporary research in consumer behaviour. A special emphasis is placed on developing students' critical thinking and communication skills, to prepare them to conduct research independently.

Course Requirements

No pre-requisites or restrictions

Capabilities Developed in this Course

- Capability 1: Disciplinary Knowledge and Practice
- Capability 2: Critical Thinking
- Capability 3: Solution Seeking
- Capability 4: Communication and Engagement
- Capability 5: Independence and Integrity

Graduate Profile: [Bachelor of Commerce \(Honours\)](#)

Learning Outcomes

By the end of this course, students will be able to:

1. Demonstrate the ability to critically review a body of literature (Capability 1, 2 and 5.2)
2. Have the ability to work collaboratively with diverse colleagues to develop research solutions (Capability 1 and 4.3)
3. Be able to effectively summarise and communicate theory (Capability 1, 2 and 5.2)

4. Identify and explain the practical implications of consumption theory (Capability 3 and 4.1)
5. Effectively communicate using multiple formats (Capability 4.1 and 4.2)

Assessments

Assessment Type	Percentage	Classification
Content Contributions	20%	Individual Coursework
Literature Review	50%	Individual Coursework
Research Project	30%	Group Coursework
3 types	100%	

Assessment Type	Learning Outcome Addressed				
	1	2	3	4	5
Content Contributions			✓		✓
Literature Review	✓		✓		
Research Project		✓			✓

Workload Expectations

This course is a standard 15 point course and students are expected to spend 10 hours per week involved in each 15 point course that they are enrolled in.

For this course, you can expect to spend 36 hours in seminars, 48 hours of reading and thinking about the content and 66 hours of work on assignments.

Delivery Mode

Campus Experience

Attendance is expected at seminars to complete components of the course.

The course will include live online events including group discussions.

There is no final exam.

The activities for the course are scheduled as a block delivery.

Learning Resources

There is no prescribed textbook for this course. However, students who wish to review foundational work in consumer behaviour are encouraged to consult the Arnould, Price and Zinkhan OR the Solomon textbooks both called "Consumer Behavior". Required readings and other further optional readings (in the form of journal

articles and book chapters) can be downloaded from the Talis reading list, which can be accessed from the course page on Canvas. Additional useful materials, such as assessment guidelines and exemplar assignments may be handed out in seminars and/or made available via Canvas. Students will also be expected to identify and find additional readings from the University library to complete their assignments.

Student Feedback

At the end of every semester students will be invited to give feedback on the course and teaching through a tool called SET or Qualtrics. The lecturers and course co-ordinators will consider all feedback and respond with summaries and actions.

Your feedback helps teachers to improve the course and its delivery for future students.

Class Representatives in each class can take feedback to the department and faculty staff-student consultative committees.

Students feedback was that they liked developing their communication skills by making in-class presentations. However, they would prefer immediate, public feedback from the lecturers on how they did. However, we believe that this is not appropriate since some students may be embarrassed publicly if they did not do well. Instead, we will endeavour to meet with presenters privately, as soon as possible after they have presented to give them feedback.

Digital Resources

Course materials are made available in a learning and collaboration tool called Canvas which also includes reading lists and lecture recordings (where available).

Please remember that the recording of any class on a personal device requires the permission of the instructor.

Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting their learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the internet. A student's assessed work may be reviewed against online source material using computerised detection mechanisms.

Written assignments will automatically be submitted to turnitin.com to check for plagiarism.

Inclusive Learning

All students are asked to discuss any impairment related requirements privately, face to face and/or in written form with the course coordinator, lecturer or tutor.

Student Disability Services also provides support for students with a wide range of impairments, both visible and invisible, to succeed and excel at the University. For more information and contact details, please visit the [Student Disability Services' website](http://disability.auckland.ac.nz) <http://disability.auckland.ac.nz>

Special Circumstances

If your ability to complete assessed coursework is affected by illness or other personal circumstances outside of your control, contact a member of teaching staff as soon as possible before the assessment is due.

If your personal circumstances significantly affect your performance, or preparation, for an exam or eligible written test, refer to the University's [aegrotat or compassionate consideration page](https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html) <https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html>.

This should be done as soon as possible and no later than seven days after the affected test or exam date.

Learning Continuity

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. You will be kept fully informed by your course co-ordinator, and if disruption occurs you should refer to the University Website for information about how to proceed.

Student Charter and Responsibilities

The Student Charter assumes and acknowledges that students are active participants in the learning process and that they have responsibilities to the institution and the international community of scholars. The University expects that students will act at all times in a way that demonstrates respect for the rights of other students and staff so that the learning environment is both safe and productive. For further information visit [Student Charter](https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html) <https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html>.

Disclaimer

Elements of this outline may be subject to change. The latest information about the course will be available for enrolled students in Canvas.

In this course you may be asked to submit your coursework assessments digitally. The University reserves the right to conduct scheduled tests and examinations for this course online or through the use of computers or other electronic devices. Where tests or examinations are conducted online remote invigilation arrangements may be used. The final decision on the completion mode for a test or examination, and remote invigilation arrangements where applicable, will be advised to students at least 10 days prior to the scheduled date of the assessment, or in the case of an examination when the examination timetable is published.

