Vancouver Island University

Faculty of Management ~~ <http://www.viu.ca/management/>

Marketing 260: Buyer Behaviour

###### Fall 2018 – F18N03

**Instructor** Duane Weaver, B. Comm., M.Ed. (DE), IESNA

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**Class Website** <http://web.viu.ca/weaverd/mark260>

**Office Hours** Tuesdays 15:30-17:30 or by appointment

**Course Schedule** LECTURE/SEMINAR: F17**N03** Tuesdays 13:00-14:30 (B250-**R125**)

SEMINAR/CASES: F17N**03** Thursdays 16:30-17:30 (B250 **R205**)

**Prerequisite** Mark 160 and minimum “C” in MATH 12, Pre-calculus 12, MATH 151 or MATH 065.

**Course Texts (2) *CB*** *Consumer Behaviour*: Babin, Harris, Murray, 2nd Canadian Edition, Nelson Education Ltd., 2017  
(ISBN: 978-0-17-657038-5)

*Learning With Cases*, 4th Edition (Book): Mauffette-Leenders, Erskine, Leenders, 2007 *(****ONLY AVAILABLE ON RESERVE IN LIBRARY****)*

(ISBN: 978-0-7714-2584-4)

**General Course Outcomes**

Upon successful completion of this course, the student will understand the cognitive processes prospective buyers go through in making purchase decisions. These cognitive processes have their basis in psychology, sociology, and/or economics. The buyers might be from the consumer, government or industrial sectors. Students will develop and hone their skills for critical thinking as well as synthesis of new and creative ideas while applying buyer behaviour concepts to solve business problems.

**BBA Learning Outcomes**

Upon successful completion of this course students will achieve the following:

**Critical thinking and problem solving:**

* Demonstrate ability to apply buyer behaviour concepts to critically assess business decision scenarios related to market segmentation and buyer behaviour using an integrated framework (including psychology and sociology) for understanding and making decisions in the major areas of buyer behavior.
* Identify differences in buyer behaviour amongst and between consumers, industrial buyers and government.
* Understand how individuals make purchase decisions.
* Understand the differences between low and high involvement purchase decisions.
* Understand contemporary buyer behaviour, theories and models.
* Understand cognitive dissonance (post-purchase angst)
* Practiced ability to apply decision making skills in the context of marketing decisions.
* Develop skills for the synthesis of new and creative ideas to solve marketing challenges.

**Interpersonal skills:**

* Demonstrate effective team work and collaborative decision making through review, research, analysis, forecasting, synthesis of alternatives, and presentation of recommendations.
* Demonstrate the ability to build interaction and engage an audience during presentations.

**Technical skills:**

* Develop an integrated framework (including psychology and sociology) for understanding and making decisions in the major areas of buyer behaviour.
* Demonstrate an understanding of what is known about buyers while acknowledging that this is a developing field.
* Demonstrate ability to use forecasting to assess marketing decisions.
* Understand and apply case analysis skills.

**Communication skills:**

* Demonstrate the ability to select and use audience-appropriate media and communi-cation methods to a high standard.
* Demonstrate ability to identify, collate and present applied buyer behaviour theories and critical decision criteria in written, visual and oral contexts.

**Professional integrity:**

* Understand and demonstrate both academic integrity and professionalism in the use and presentation of buyer behaviour knowledge.

**Embracing challenge**:

* Apply course knowledge and external industry or segment appropriate research and forecasting in the assessment of key business decisions.
* Be able to appropriately understand buyer behaviour in a context that facilitates strategic business decisions.

**Evaluation** This course will take a **case-study** approach. Students will be asked to form study/case groups of 4-6 during the first week of classes. The groups are expected to work on the case assignments prior to each class. Each group will be tasked with the responsibility of preparing and presenting cases at the end of each class as determined by the instructor.

Lectures/Seminars will cover chapter materials, handouts, and videos. Periodic **Readiness Assessment Quizzes** will be provided to ensure students have read and are prepared for materials and discussions to be covered in class.

Please review the class website for case information, access, guidelines evaluation matrix, and report guidelines at <http://web.viu.ca/weaverd>

**GROUP CASE PRESENTATION/REPORTS**

Group Case presentations are due before the start of class. They must be submitted in a report format as per the guidelines given by your instructor before the start of class *1 week after* the oral presentation and Case Analysis is due.

**NOTE: ALL STUDENTS on the case team will receive the same grade.**

**Your team members will be your team for the entire course.**

*Teams may fire a team member if due diligence in creating a functional team has been attended to and the instructor has been advised and involved long before it becomes a major concern. Please see your instructor.*

There will be **one mid-term** test and a **final term test**. The mid-term and final term test will focus primarily on material recall and will also concentrate on application of the course materials. As such, they will feature primarily multiple-choice and/or short answer questions. The final term test will ALSO include a case analysis.

**Mark Breakdown**

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| **60% Individual Performance** | | **40% Overall Team Performance** | |
| Learning With Cases Quiz | 5% | Group Case Analysis A | 35% |
| Readiness Assessment Quizzes *(Individual)* | 10% | *Case A 15%* | % |
| Mid Term | 25% | *Case B 15%* |  |
| Final Term Test (non-cumulative) | 20% | *Team Prep Sheets (best 2)……5%* |  |
| **Total** | **60%** | **Total** | **35%** |
|  |  | **Helping Behaviour *(peer evaluation)*** | **5%** |

**Attendance**

Attendance, itself, is NOT graded in this course. However, in-class assignments constitute a key part of the course learning and grading. Keeping a passing average on these is not possible without consistent attendance. Missing a class means earning no credit for the assignment or assignments missed. For team assignments, you have to be present to earn credit. More importantly, missing assignments may also affect your relationship with your teammates, who will evaluate your participation at the end of the course.

**Tardiness**

If you come late to class and miss an assignment/quiz that happened at the beginning of class, the score for the assignment/quiz is “0”. If you miss a class/case presentation/ or term test you will earn 0% for that assignment. Likewise, if you need to leave class early and miss an assignment/quiz, the score for the assignment/quiz is “0”. If you know that it will be difficult for you to consistently get to class on time and stay for the entire period, you should consider taking this course at a time that better fits your schedule.

**Make-ups**

In this course, since much of the credit will be earned through in-class work with your other team members, make up work is impossible. Since there will be occasions in your life when missing a class meeting is simply unavoidable, this course has three built-in safety valves.

1. **Safety Valve One:** You **may drop 1 individual score from the RAQs** (Readiness Assessment Quizzes) whether the scores are “0” or simply lower than you want. So, if you must miss class for any reason, it will be possible to drop the zero you would automatically receive for the missing RAQ. Plan carefully for classes that you know you will need to miss: you don’t want to waste your drop on frivolous things early in the semester, since you may need it if you have challenges later on. You might need your droppable grade to offset any low scores you make even when you do participate regularly.
2. **Safety Valve Two:** A comprehensive final exam can be scheduled in FINAL EXAM week to replace one assignment (an individual quiz, term test or a team application/assignment during the course – to upgrade a disappointing performance or to offset a “0” you earned when you missed class).
3. **Safety Valve Three** If you become seriously ill during the semester, or become derailed by unforeseeable life challenges, and have to miss so many assignments that it will ruin your grade, you and I will automatically schedule a special meeting in order to make arrangements for you to drop the course to save your grade point average (if we meet early enough). *Don’t wait until too late to see me when you get into trouble (perhaps we can be proactive and avoid such a necessity).*

**Policy for late work**

Assignments submitted on time on the due date are eligible for full marks. Any assignment you choose to submit later than the due date and time (usually due before the start of a class) will be accepted, but will be eligible for a lower mark. For example, if an assignment is due Monday before start of class, but you choose to hand it in after class starts on Monday, it will only be eligible for a “B”. After start of class time on Tuesday, the same assignment will only be eligible for a “C”. In-class writings, quizzes, term tests, and presentations may only be submitted on the days they are scheduled.

**Seminars** The seminar time will take the form of case analysis/presentations and will also be used to allow for more personal interaction such as the discussion of personal experiences in making purchase decisions.

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| **References** | Faculty of Management (Business) requires the APA style of referencing for academic papers.  Resources for using APA are available from the VIU Writing Centre (Library, Room 474). You can find their hours of operation and access to online student resources (including tutorials and a printable Quick Guide) at: [http://sites.viu.ca/writingcentre/](https://owa.mala.bc.ca/owa/redir.aspx?C=PY_f4REYjUKPhCNrwC0MO5RLtkgq7NEIOMNX_ZGHJig7no2xvaoPUkStILBhps8dwiG806hotGk.&URL=https%3a%2f%2fowa.mala.bc.ca%2fowa%2fredir.aspx%3fC%3dQh5RBQrMkECdJA5J6Q1tqBwC-wPgNdEIs8R9F8BECNL51rdOabW2isdLiQxHYTEp7T9poJkMpys.%26URL%3dhttp%253a%252f%252fsites.viu.ca%252fwritingcentre%252f). |
| **English Standards** | Assignments must be free of spelling, punctuation and grammatical errors. Assignments containing such errors will be penalized (i.e. mark deductions). |
| **Accommodation** | Students with documented disabilities requiring academic and/or exam accommodation should contact Disability Services in Building 200. |
| **Grading Scale** | Grades will be assigned according to the following scale.  A+ 90 – 100% B+ 76 – 79 C+ 64 – 67 D 50 – 54  A 85 – 89 B 72 – 75 C 60 – 63 F < 50  A- 80 – 84 B- 68 – 71 C- 55 – 59 |
| **Academic Misconduct** | Academic misconduct will not be tolerated. Academic misconduct includes, but is not limited to, giving and receiving information during any test or exam, using unauthorized sources of information during any test; plagiarizing; fabricating, cheating, and, misrepresenting the work of another person as your own, facilitation of academic misconduct, and under certain conditions, non-attendance.  Plagiarism, intentional or not, will not be tolerated. You must reference your work and acknowledge sources with in-text citations and a complete list of references. This includes direct and indirect quotes, diagrams, charts, figures, pictures and written material.  For group projects, responsibility for academic integrity, which can result in academic misconduct and its resulting penalties, rests with each person in the group and sanctions would be borne by each member.  More details on Academic Misconduct are set out in the Student Conduct Code and Student Academic Code of Conduct Policies in the current Vancouver Island University calendar. The complete policies are located online at: <http://www.viu.ca/policies/policies-index.asp>  No calculators, electronic dictionaries, cell phones or other electronic devices will be allowed in exams/tests/quizzes. Only the following approved calculators may be used in exams/tests/quizzes: Texas Instrument BAII Plus, BAII, BA35; Sharp EL-733A, and HP 10B. No other materials will be allowed on the desktop apart from a pen/pencil unless specifically approved by the faculty member. |

