



School of Business
BSNS 103
Marketing and Consumption

Summer School, 2012

Blackboard access: <https://blackboard.otago.ac.nz/webapps/login/>

PAPER DESCRIPTION

The paper introduces students to the concept of value creation through the interplay between consumer culture and marketing management. It looks at key elements of consumer behaviour and relates them to the most important aspects of the marketing mix.

BSNS 103 Marketing and Consumption
(Summer School) 0.15 EFTS 18 points

Full description

The paper looks at the role of consumers and consumption in the creation of value and the ways in which organisations manage this process. It identifies key elements of the marketing mix, especially products, promotion and pricing and considers them in relation to the psychological, social and cultural elements of consumer behaviour.

Restrictions: MART 102 Consumer Behaviour and Marketing Information

Lecture: 2 lectures per week, 2 hours each:
Tuesday 2–3:50 PM (weeks 1-5)
Thursday 2–3:50 PM (weeks 1-5)
Tuesday 2–3:50 PM (week 6)
Wednesday 2–3:50 PM (week 6)

Room: CO 225

Tutorials: There will be no formal tutorials but Consultation Hours will be provided throughout Wednesdays as specified below.

LECTURERS

Robert Aitken

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Consultation Hours: Wednesday 10.00-2.00PM

John Williams

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Consultation Hours: Wednesday 12.00-4.00PM

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LEARNING AIMS AND OBJECTIVES

- An understanding of the key motivators of consumption
- An understanding of how value can be created
- An understanding of why marketing fulfils a key role in the sustained success of business
- A recognition of the major elements that comprise the marketing mix
- A knowledge of the relationship between marketing and consumption

Assessment	Weight
Assignment 1: Deconstruction Presentation (pairs)	15%
Due Date: Week beginning 23/1/12. Rooms and times to be advised.	
Assignment 2: Critical Reflection (Individual)	25%
Due Date: Friday 10 February, 5.00pm Hard copy posted in BSNS103 box, Level 3 Commerce Building AND electronic copy posted to Blackboard	
Final Exam (Closed Book)	60%
Total	100%

The grading scheme used at the University of Otago is:

A+	90-100	C+	60-64
A	85-89	C	55-59
A-	80-84	C-	50-54
B+	75-79	D	40-49
B	70-74	E	<40
B-	65-69		

LECTURE OUTLINE

The substantive content of the course is delivered through the lecture programme. Details of and support for assignments will be provided in lectures and in Consultation Hours on Wednesdays.

Date	Wk no.	Lec. no.	Staff	Topic/Modules	Readings	Additional Information
10 Jan	1	1	RA	Introduction To BSNS 103 <ul style="list-style-type: none"> • Course outline • Course objectives • Course structure 		
10 Jan	1	2	RA	Consumption & Marketing <ul style="list-style-type: none"> • Consumption and society 	Pages 99-103	
12 Jan	1	3	RA	Communication <ul style="list-style-type: none"> • Communication theory • Messages and meaning • Deconstruction 	Pages 101-115 and 162-167	
12 Jan	1	4	RA	Advertisng <ul style="list-style-type: none"> • Changes in the promotional environment 	See Chapter <i>Building Relationships</i> particularly pages 59-79 and 84,85	
17 Jan	2	5	RA	Consumption, Marketing & the Media <ul style="list-style-type: none"> • The Mass Media • Role of the Media • Media Reception 		
17 Jan	2	6	RA	Consumption & Materialism <ul style="list-style-type: none"> • Materialism • Frugality • Ethical Consumption • Culture Jamming 		
19 Jan	2	7	RA	Services, Relationships & Marketing <ul style="list-style-type: none"> • From Product to Service • From Service to People • From People to People 		

19 Jan	2	8	RA	Electronic Marketing & Consumption <ul style="list-style-type: none"> • E-Commerce • Interactivity • Connected Communities 	See Chapter <i>Moving Space</i>	
24 Jan	3	9	RA	Branding <ul style="list-style-type: none"> • The Brand Phenomenon • Branding and Meaning • Branding and sub-culture 		Deconstructi on Presentations (Pairs). These will be held during the week beginning Monday January 23. Rooms and times to be advised.
24 Jan	3	10	RA	Branding & Symbolic Consumption <ul style="list-style-type: none"> • Conspicuous Consumption • Brand Communities • Brand Equity 	Chapter <i>Consuming Experiences and Brand Selection</i> (particularly 116-126)	
26 Jan	3	11		The global context (No Logo)		
26 Jan	3	12	RA	Trends and Issues <ul style="list-style-type: none"> • Patterns of Consumption • Experiential Marketing 		
31 Jan	4	13	JW	Consumer Behaviour <ul style="list-style-type: none"> • Decision Making • Motivation 	Pages 106–111	
31 Jan	4	14	JW	Information Search <ul style="list-style-type: none"> • Perception • Memory 		
2 Feb	4	15	JW	Beliefs, Attitudes & Values <ul style="list-style-type: none"> • Attitudes • Values 	Pages 118–121	

2 Feb	4	16	JW	Identity <ul style="list-style-type: none"> • Self Concept • Personality • Involvement 		
7 Feb	5	17	JW	Society, Culture & Lifestyle <ul style="list-style-type: none"> • Mainstream Culture • Life-Style Groups 	Pages 121–124	
7 Feb	5	18	JW	Choice <ul style="list-style-type: none"> • Persuasion • Situational Factors 		
9 Feb	5	19	JW	Value <ul style="list-style-type: none"> • Perceptions of Value • Co-creation of value • The Value Proposition 	Chapter <i>Creating Solutions</i> , (particularly pg. 175–176 and 248) and Chapter <i>Building Relations</i> (particularly pg. 41–50)	
9 Feb	5	20	JW	Consumer Satisfaction <ul style="list-style-type: none"> • Satisfaction • Dissatisfaction • Complaint behaviour 	Pages 104–106 and 126–128	Critical Reflection (Individual-written). Friday 10 February, 5pm. Hardcopy handed in to 100 level Marketing mail box 3 rd floor Atrium and electronic copy posted to Blackboard
14 Feb	6	21	JW	Consumer Research <ul style="list-style-type: none"> • Research & managerial action • Exploratory, descriptive, causal • Quantitative, qualitative • Methods and examples 	Pages 162–170 and 247–260	

14 Feb	6	22	JW	Consumption and Marketing Management <ul style="list-style-type: none"> • Segmentation • Targeting • Positioning 		
15 Feb	6	23	JW	Emotion and the Unconscious <ul style="list-style-type: none"> • The role of emotion in decision-making • Unconscious influences on decision-making 	See material on Blackboard	
15 Feb	6	24	RA JW	Course Review <ul style="list-style-type: none"> • Underpinning Philosophy • Main Objectives • Exam Preparation 		

ASSESSMENT

You are required to complete all pieces of internal assessment. Results will posted on Blackboard.

TERMS REQUIREMENTS

In order to pass this course, and be eligible to sit the final exam, students must achieve an overall mark of at least 50% for internal assessment.

No.	Assessment	%	Due Date
1	<p>Deconstruction Presentation (Pairs)</p> <p>In pairs, choose two advertisements for competing products in one product category e.g. an advertisement for Charlie's Orange Juice and one for Just Juice. Identify and explain the key message and persuasive communication techniques used in the advertisements and discuss these in relation to their intended audience and their respective competitors. Present your ideas in an eight minute presentation.</p>	15	Week beginning 23 January. Rooms and times to be advised.
2	<p>Critical Reflection (Individual-written)</p> <p>This summative assignment is based on your consumption of brands, the role that they play in your life, the part they play in identity formation and expression, their symbolic role and the ways that they can be understood to represent meaning personally, socially and culturally.</p> <p>You are required to do two things:</p> <p>(a) Compile a top five list of your favourite luxury branded items (that you own or have experienced) and briefly describe why they are important to you (approximately 200 words);</p> <p>(b) Choose two brands from this list and reflect on your experiences of these brands by linking your consumption of them to psychological, emotional, social and cultural theories discussed in the course.</p> <p>The reflection will be between 1,200 and 1,500 words in length and written in Times New Roman 12 point font, 1.5 line spacing with margins of 2.5cms on all sides.</p> <p>Further guidance on this assignment will be given in lectures. It is not expected that this will be written in a formal essay style, but what is expected is that it will be clear, coherent and easy to read! Conventions related to grammar and spelling will be observed.</p>	25	<p>Deadline: 5PM, Friday 10 February.</p> <p>Hard copy posted in BSNS 103 box, Level 3 Commerce Building AND electronic copy posted to Blackboard.</p>
4	Final Exam	60	Essay Style (answer four from six questions) Date and location TBA

NB: Assignment 2 is to be handed in both as a hard paper copy and as an electronic document. The latter is to enable ease of collation and to allow the application of digital scanning software to prevent plagiarism. Results will be posted on Blackboard.

MATERIALS AND RESOURCES

Highly Recommended text:

Saren Michael (2006) *Marketing Graffiti: The View From The Street*, Butterworth-Heinemann. The text retails for approximately \$71.

The course will make use of Blackboard for course related information, resources and announcements. We assume that all students will check the site regularly. Make sure that you are logged on to Blackboard at: <https://blackboard.otago.ac.nz/webapps/login/>

DEPARTMENT OF MARKETING

2010 Policy for Absences and Impairments

Process

1. The HOD, Course Co-ordinator/Lecturers will determine first whether the reason provided for the absence or impairment was sufficiently serious to be accepted for special consideration. The Department of Marketing considers that all students have an obligation to make themselves available to sit examinations at any time during the formal University periods. Only unforeseen difficulties due to health or personal circumstances of the student or close family are normally supported for special consideration.
2. Only accepted absences and impairments will be sent to staff for advice on how they should be dealt with.

Absences

1. A student may be offered an aegrotat pass providing:
 - (a) their grade for internal assessment is B- or better and;
 - (b) the internal grade they have achieved has contained a significant element of individual work as opposed to group assignments (25% of the total grade for the paper).
2. All other cases will be offered a special examination.
3. In some cases that qualify for an aegrotat, it may be relevant to offer the student the choice of an aegrotat or a special examination. For example aegrotats at any stage of the course can have a detrimental effect on a student's ability to qualify for scholarships.
4. Special examinations for Semester One 2009 will be held on (date to be arranged), in the week prior to Semester Two commencement.

Special examinations for Semester Two 2009 will be held on (date to be arranged), two weeks after cessation of official examination period.

Special examinations for Summer School 2009 will be held on (date to be arranged), early in Semester One.

Impaired Performance

1. If the student has no internal assessment there will be no adjustment to the exam mark and only an optional special will be offered.
2. If the student has internal assessment the examination mark may be adjusted by taking account of the discrepancy between the examination and internal marks, with particular attention to individual work for the student in comparison to that for the whole class.

3. In all other circumstances the student will be offered the choice of accepting this mark or sitting a special examination.
4. Once a student accepts to take a special examination the original examination mark is nullified and the result of the special examination replaces the original mark, even if it is lower. Any absence or impairment for the special examination must be covered using the same regulations as apply for normal university examinations.

DEPARTMENT OF MARKETING
2009 Policy on Student Internal Assessment

The purpose of this document is to have a consistent policy throughout the department as well as to develop students' time management skills. It reflects usual practices in the business world in which neither success (here: grades) nor deadlines are negotiable.

1. **Dissemination of Grades** – Regarding internal assessment, class averages and distribution will be displayed graphically by letter grade for each piece of the assessment. The letter grade only will be returned to the student on their work. **At the end of the semester**, all internal assessment will be displayed by Student ID with the letter grades for each assignment. All students are requested to check these when posted on Blackboard – any discrepancies should be reported to the course coordinator as soon as possible.
2. **Late Assignments** – Assignments received after the deadline and within 24 hours after the deadline will have 25% deducted from the available grade for the piece of assessment (ie. a 78% becomes a 53%). Assignments received 24 hours and later than the deadline will not be marked and there will be no grade given.
3. **Extensions** – Extensions will be granted only in exceptional circumstances (eg. illness with supporting medical documentary evidence stating nature and length of impairment, family emergency, provincial or national representative activities) by the appropriate course coordinator.

If the assignment or internal assessment tests count significantly towards the final result then a formal medical certificate is required. As a guideline, an internal assessment component which counts for 20% of the final result would be considered significant.

4. Tutors and lecturers are **not** authorised to give extensions. **Only** the course coordinator should be approached (consult the course outline for the person(s) responsible).

Computer problems do not constitute an exceptional circumstance unless it is an officially notified failure of university equipment.

5. **Plagiarism** – **Plagiarism is the dishonest use of someone else's words, facts or ideas, without proper acknowledgement. Most students will include other people's ideas and information in their work and assignments - such material may be either quoted or digested and used by students. In either case, acknowledgement is essential. Note that the 2009 University of Otago Calendar under Student Conduct Rules Part 1 Section 1 (e) state that no student shall "engage in any dishonest practice as described in regulation 5(b) of the Examinations and Assessment Regulations in connection with an examination or other method of academic work which counts towards the attainment of a pass in any subject;"**
6. **Problems with group work** – **Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve these differences. The tutor will counsel the group, or individuals from the group, on the procedures open to them to resolve group problems (the problem should be raised prior to the work being completed or handed in).**

The procedure to be followed is:

- i) **students should try to resolve the problems within the group without outside assistance.**
- ii) **students should meet with their tutor to endeavour to resolve outstanding issues.**
- iii) **the tutor will arrange for students to meet with the course coordinator who will endeavour to resolve the situation.**

This procedure **MUST** be completed to step iii) before the assignment is submitted for grading. **Where there are still unresolved difficulties, step iv) will be implemented.**

- iv) **students will complete a ‘Peer Assessment’ form available from the appropriate course coordinator** (which must be submitted to the tutor or course coordinator before any grades are released).

Course Coordinators reserve the right to require all students to complete peer assessment forms at any time during and/or after submission of an assessed group project. Should there be differences in the peer assessment forms, the student(s) will be required to either submit in writing to, or meet with a group comprised of their course coordinator and lecturer(s) and others (as deemed appropriate) to provide an explanation for the discrepancy. A differential allocation of grade may result from this process.

DISHONEST PRACTICE AND PLAGIARISM:

STUDENTS SHOULD MAKE SURE THAT ALL SUBMITTED WORK IS THEIR OWN.

Any student found responsible for dishonest practice (for example, copying, the use of unauthorised material in tests, etc) in relation to any piece of work submitted for assessment shall be subject to the University’s dishonest practice regulations which may result in various penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper or in extreme cases exclusion from the University.

Plagiarism is a form of dishonest practice. Plagiarism is defined as the copying or paraphrasing another’s work, whether intentionally or through failure to take proper care, and presenting it as one’s own. (See University of Otago Calendar 2009) In practice, this means plagiarism includes any attempt in any piece of submitted work to present as one’s own work, the work of another (whether of another student or published authority). Any student found responsible for plagiarism shall be subject to the university’s dishonest practice regulations as outlined above.

CLASS REPRESENTATIVES

The class representative system is an avenue for encouraging communication and consultation between staff and students involved in a particular paper or course of study at the University of Otago. It provides students with a vehicle for communicating their views on matters associated with the teaching and delivery of their paper or course of study. It provides staff with the opportunity to communicate information to and gain constructive feedback from students. It contributes to the development of a sense of community within a Department/School/Faculty and it adds a further dimension to the range of support services that the University of Otago offers its students. The School of Business fully supports the class representative system.

Volunteers to act as class representatives for this paper will be called early in the semester. The OUSA then invites all class representatives to a training session, conducted by OUSA, about what it means to be a class representative and some of the possible procedures for dealing with issues that arise. They also provide information on the services that OUSA offers and the role OUSA can play in solving problems that may occur. The OUSA also provides ongoing support to class representatives during the semester. School of Business staff will also meet during the semester with the class representatives for this paper to discuss general issues or matters they wish to have considered.

Volunteers will be requested during the first lectures.

DISCLAIMER

While every effort has been made to ensure that the information contained in this document is accurate, the information is subject to change. Changes will be notified in class and/or tutorials. Students are encouraged to check notice boards, etc for any changes. It is your responsibility to be informed.