Jennifer Harris

Session 1, 2005
1. Staff

Lecturer: Dr Jennifer Harris
Room: JG 305
Phone: 9385 1823
Email: Jennifer.Harris@unsw.edu.au

Consultation: Tuesday 10-11am
4-5pm
Other times, by appointment

Lecture Time: Tuesday 6-9pm

2. Information about the Course

(A) Course Overview:
To make viable marketing decisions an organization needs to understand its customers and potential customers and the markets in which it currently operates or might enter. Market analysis assesses product demand, characteristics of current and prospective buyers and users, the behaviour and profitability of market segments, as well as the competitive, social and technological environment. Students who complete this course will have a good understanding of how and why consumers and business buyers purchase products and the forces that can affect the performance of market offerings. They will also have a good understanding of key concepts and procedures for the planning and management of customer audits and market analysis.

Customer and Market Analysis is one of two disciplinary core courses for any student wishing to obtain a Marketing specialization within the MCom. The knowledge you gain in this course will be applied in each marketing course that follows.

(B) Objectives:
This course aims to:
• introduce major concepts and research in area that have relevance to customer behaviour
• integrate these concepts into a framework that can be applied to the analysis of the individual consumer and the market.
• encourage the improvement of the analytical and presentation skills of students undertaking this course

(C) Skills
Customer and Market Analysis aims to enhance students’ skills in a number of areas:
➢ Oral and written communication: communicate competently and confidently in discourses related to research and expression of personal viewpoints
➢ Information literacy: use information effectively by finding and accessing information effectively and evaluating its quality and relevance
- Problem solving: development of critical analysis and critical thinking
- Collaborative behaviour: exercise empathy, respect for others and teamwork in pursuing outcomes.
- Applied research: frame, conduct and document relevant to disciplinary issues.
- Personal organization: encourage independent learning and time management

(D) Structure:
The course has 3 hours of contact per week. Only a small portion of this contact time will be taken up with a traditional lecture. The majority of the time will be a combination of discussion (large and small group), presentations, exercises, videos and guest speakers. To facilitate discussion during this time, students are expected to have done the assigned reading before attending the class.

(E) WebCt
WebCt facilities will be used throughout this course. Only students officially enrolled in this course can gain access to these facilities through the site: http://www.webct.unsw.edu.au

This site will be used in a number of ways:
- Distribution of lecture notes (These will be available a minimum of 24 hrs before the lecture.)
- Announcements and messages regarding the course.
- Exercises and discussion questions. These will be available from time to time for students to enhance their understanding of a particular area. Though your answers to these exercises do NOT count towards your final mark, your active participation in them would greatly extend your understanding of this course.
- Bulletin board: vehicle to obtain feedback/clarification on issues; central location to launch discussions on points of interest. All students are strongly encouraged to contribute to any issues raised on this site.
- Links to useful sites.
A handout is available outlining access and usage issues of webct.

(F) Learning in the course
Lectures in the course will cover the major points of interest in each topic. Students are expected to go beyond these to deepen their knowledge. This can be achieved in a number of ways:
- Read the respective chapters in the text (this expands on what is covered in lectures), taking notes and thinking of possible applications as you read;
- Participating in any bulletin board discussion/exercise on webct.

(G) Workload Expectations
It is expected that you will spend at least ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems and attending
classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

Over commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

3. **Assessment:**

<table>
<thead>
<tr>
<th>Assignment Name</th>
<th>Due date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Examination</td>
<td>In formal examination period</td>
<td>40</td>
</tr>
<tr>
<td>Mid-session Quiz</td>
<td>12 April (week 6)</td>
<td>10</td>
</tr>
<tr>
<td>Case presentation/workshop</td>
<td>Throughout session</td>
<td>10</td>
</tr>
<tr>
<td>Participation</td>
<td>Throughout session</td>
<td>10</td>
</tr>
<tr>
<td>Project</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Report</td>
<td>3 June (week 13)</td>
<td>(20)</td>
</tr>
<tr>
<td>Presentation</td>
<td>7 June (week 14)</td>
<td>(10)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**NOTE:**

_You are required to pass the individual component of the course in order to pass the course._

This means that if you do not get 30 or more out of 60 for the individual component (i.e., final exam plus mid-session quiz plus participation), your individual component percentage will become your mark for the course.

1. **Final Exam**

The final exam will take place in the formal examination period at the end of the session (17/6/05 – 5/7/05). It will be a 3-hour, closed book exam. It will draw on work covered in lectures, discussions, guest speakers, videos, and the project. The structure of the exam will be discussed in the last weeks of the session.

2. **Mid-session Quiz**

A multiple-choice quiz will take place during class time in week 6 (i.e., on 12 April). It will be worth 10% of your final mark for this course. Though multiple-choice questions are not ideal, they are an effective way of encouraging you to familiarise yourself with the basic
concepts covered in class, which, in turn, is needed to progress to a deeper understanding in your project and future work.

3. Case Presentation/workshop
Groups of approximately 4 students (actual number dependent on class size) will be assigned a case to present to the class in a specific week. Cases will be assigned in week 2. The case will be related to the topic for that week. The group will present the major issues involved in the case and then lead the class discussion. The group will need to get the class involved, for example through exercises, quizzes, use of pictures, ads, role plays etc. The aim is to make it entertaining, as well as instructive. The presentation/workshop will run for approximately 30 mins, and will be worth 10% of your final mark. All group members need to be actively involved in the presentation/workshop. Each group member will receive the same mark unless the lecturer is charge is presented, in writing, why this should not be the case. The decision of the lecturer-in-charge will be final. The composition of this group may differ to that for the project.

In the situation that, due to class size, there are more groups than cases to present, some groups will be allocated to give the presentation and other groups allocated to lead the discussion/workshop.

4. Participation
It is expected that students make every effort to make a worthwhile contribution in classes because much of your understanding in this course will come from the interchange of ideas between students. To encourage this, your participation in class throughout the session will contribute 10% of your final grade. Therefore, not only will your attendance at each class be noted, but also your effort to offer constructive comments during class discussions, evidence of completing the assigned readings, active participation in any class exercises and willingness to bring to class relevant marketing examples on the topic for the week. Small group discussion, in addition to whole class discussion, will be used wherever possible to encourage involvement. Students who attend less than 80% of classes, without medical certificates, will need to explain to the lecturer-in-charge why they should not receive 0% for this participation component.

5. Project
The project, to be done in groups of up to 4 people, will involve the investigation and analysis of a particular aspect of consumer behaviour. Groups will pick their topic from a list provided in week 2. All topics will be covered across the groups. The project will involve reading and analysing relevant academic and popular press articles on the topic, as well as conducting your own empirical research.

Each group is required to hand in a written report on their investigation by 12.30pm on Friday 3 June. In addition, each group will give a short presentation (15 mins) on their area of investigation and what they found. These presentations will take place during class on 7 June (week 14). Full details on what is expected in the project report and presentation will be handed out in class in week 2.
Since the best outcomes are achieved when the group consistently and steadily works on the project over the course of the session, each group, in week 6 (i.e. 12 April), will have a short consultation with the lecturer-in-charge to outline progress to date.

A project is undertaken since it provides an opportunity for the students to “put into practice” what has been discussed in class, as well as gaining a more in depth appreciation for one aspect of consumer behaviour.

You are referred to the School of Marketing’s “Guide to Presentations and Assignments” for information on structure, referencing and quotations. The guide is available through “Course and Timetables” page on the School’s web site (www.marketing.unsw.edu.au).

**Group Contribution**

Each member of the group is expected to contribute equally to the completion of the report and presentation. Peer feedback will be obtained after the task is completed. The lecturer reserves the right to adjust individual group member’s marks on the basis of any discrepancies in contribution arising from this feedback.

**Late submission**

The project is due on the date indicated in this outline. Late submission will incur a penalty of 10% of the percentage weight of the assessment component per day after the due date. Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be attached and must contain information that justifies the extension sought.

### 4. Expectations

Students in this course will be expected to:

- Do required reading before lecture
- Participate in all class discussions and exercises
- Hand all work in on time and present it according to directions
- Contribute equally to all group work
- Attend at least 80% of classes. Falling below this level will greatly inhibit a student’s learning from this subject.
- Contribute to any discussion on Bulletin board.
5. **Other Administrative Matters**

(A) **Academic misconduct and plagiarism**
Care must be taken to reference all work, from all sources correctly - from books, journals or the web (e.g. by using the Harvard system or an equivalent standard). Failure to do so is plagiarism. Students are advised to refer to the University handbook regarding academic misconduct and plagiarism.

(B) **EDU Facilities**
Additional learning support, tailored to the needs of FCE students, is available from the Education Development Unit (EDU) in the Faculty. The EDU offers a range of services for FCE students including:
- Academic skills workshops run throughout the session;
- Printed and on-line study skills resources e.g. referencing guide, report writing and exam preparation;
- A drop-in resource centre containing books and audio visual material that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

More information about the EDU services including on-line resources, workshop details and consultation request forms are available from the EDU website.

Contacts and location:
EDU Web:  http://education.fce.unsw.edu.au
EDU Location:  Room 2039, Level 2 Quadrangle Building

EDU services are free and confidential and are available to students of the Faculty of Commerce and Economics.

Other UNSW support
In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for students. The Learning Centre is located on Level 2 of the Library and can be contacted by Phone: 9385 3890 or through their website:  [http://www.lc.unsw.edu.au/](http://www.lc.unsw.edu.au/). Students experiencing problems of an academic or personal nature are encouraged to contact the Counselling Service at UNSW. This service is free and confidential and run by professional counsellors. The Counselling Service is located on Level 2, Quadrangle East Wing, and can be contact on 9385 5418

(C) **Support Services**
Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the lecturer prior to, or at the commencement of their course, or with the Equity Officer (Disability) in the EADU (9385 4734). Issues to be discussed may include access to materials, signers or note-takers, the provision of services and additional exam and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made.
(D) AMSRS Certificate in Market Research
Consumer and Market Analysis is an accredited course of the Australian Market and Social Research Society (AMSRS). After completing this subject, as well as other specified UNSW marketing courses, students can apply to the AMSRS to obtain the Certificate in Market Research. Information and application forms can be downloaded from a page on the AMSRS’s website (www.mrsa.com.au/index.cfm?a=detail&id=140&eid=21). The following subjects need to be completed to obtain the Certificate:

Students to complete:
COMM5002 Managing Value for Creation 1
MARK5800 Customer and Market Analysis
MARK5801 Marketing Management and Marketing Strategy
MARK5811 Applied Marketing Research

Plus one from the following list:
MARK5810 Marketing Communication and Promotion
MARK5812 Distribution, Retail Channels and Logistics
MARK5813 Product Development and Brand Management

6. Resources for this Course

(A) Text: The text for this course is available from the University Bookshop:

J.P. Peter and J.C. Olsen

(B) Sources for additional reading: There are many consumer behaviour texts available in the library that you may find useful for many of the areas discussed in the course. For example,

Craig-Less, M., Joy and Browne Consumer Behaviour, 1994, Sydney, Wiley

References for conducting Qualitative Research (useful for the project):
Denzin, Lincoln Handbook of Qualitative Research, 1994, Sage Publications
Morgan & Krueger Focus Group Kit, 1998, Sage Publications
McCracken, G.D. The Long Interview, Newbury Park, California: Sage Publications
Useful reference for gaining an understanding of behaviour:
Ehrenberg, A.S.C.  

Marketing journals, for example:
- Journal of Consumer Research
- Australasian Marketing Journal
- Journal of the Academy of Marketing Science
- Journal of Marketing Research
- Harvard Business Review
- Business Review Weekly
- Marketing

Useful Internet sites:
- \texttt{http://ami.org.au}  
  Australian Marketing Institute
- \texttt{http://abs.gov.au}  
  Australian Bureau of Statistics
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 March</td>
<td>Course Administration</td>
<td>Reading: Peter &amp; Olsen Ch 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Introduction to Consumer Behaviour</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>8 March</td>
<td>Framework for Consumer Analysis</td>
<td>Reading: Peter &amp; Olsen Ch 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Project introduction</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>15 March</td>
<td>Affect and Cognition</td>
<td>Reading: Peter &amp; Olsen Ch 3 Case</td>
</tr>
<tr>
<td>4</td>
<td>22 March</td>
<td>Product Knowledge and Involvement</td>
<td>Reading: Peter &amp; Olsen Ch 4 Case</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>MID-SESSION BREAK</em></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5 April</td>
<td>Attitudes and Intentions</td>
<td>Reading: Peter &amp; Olsen Ch 6 Case</td>
</tr>
<tr>
<td>6</td>
<td>12 April</td>
<td>Mid-session Quiz</td>
<td><em>Mid session quiz – based on work covered in weeks 1-5</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Project Update</td>
<td><em>Individual group consultation – update on progress</em></td>
</tr>
<tr>
<td>7</td>
<td>19 April</td>
<td>Consumer Decision Making</td>
<td>Reading: Peter &amp; Olsen Ch 7 Case</td>
</tr>
<tr>
<td>8</td>
<td>26 April</td>
<td>Behaviour: Conditioning and Learning</td>
<td>Reading: Peter &amp; Olsen Ch 8, 9 Case</td>
</tr>
<tr>
<td>9</td>
<td>3 May</td>
<td>Behaviour: Influencing Consumer Behaviour</td>
<td>Reading: Peter &amp; Olsen Ch 10 Case</td>
</tr>
<tr>
<td>10</td>
<td>10 May</td>
<td>Environment: Cultural and Cross-cultural influences</td>
<td>Reading: Peter &amp; Olsen Ch (11), 12 Case</td>
</tr>
<tr>
<td>11</td>
<td>17 May</td>
<td>Environment: Social class and Reference Groups</td>
<td>Reading: Peter &amp; Olsen Ch 13, 14 Case</td>
</tr>
<tr>
<td>12</td>
<td>24 May</td>
<td>Consumer Analysis and Marketing Strategy</td>
<td>Reading: Peter &amp; Olsen Ch 15, 16 Case</td>
</tr>
<tr>
<td>13</td>
<td>31 May</td>
<td>Finalising project</td>
<td><em>Project report due Friday 3 June</em></td>
</tr>
<tr>
<td>14</td>
<td>7 June</td>
<td>Project Presentations</td>
<td><em>Project presentation during class</em></td>
</tr>
</tbody>
</table>