Faculty of Commerce and Economics
School of Marketing

MARK5800
CUSTOMER AND MARKET ANALYSIS

COURSE OUTLINE
SESSION 1, 2006
1. COURSE STAFF

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

1.1 Communication with Staff

Consultation: Tuesday 10-11am
3-4pm
Other times, by appointment

If you wish to contact me outside these times, please do so by email. Questions of a general nature regarding any piece of assessment should be placed in the discussion section of Vista. Any question on Vista will be answered within 24 hours.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations

This course has 3hrs contact per week on a Tuesday.

Lectures:
These will take place in MAT D from 6-9pm in weeks without workshops, and from 6-7.30pm in weeks with workshops. (Refer to Class Schedule for workshop dates.)

Workshops:
These are scheduled for 8 weeks during the session (Refer to Class Schedule for dates). Two workshops will be offered:
4.30-6pm in MAT C
7.30-9pm in MAT D.

You will attend only ONE workshop in a particular week. Enrolment in a workshop may be done via www.my.unsw.edu.au. However, so that each workshop will be approximately the same size, some reallocation may be necessary (once final course numbers are known). This will be finalised in week 2.

2.2 Units of Credit

This course is worth 6 UOC.

2.3 Relationship of this course to other course offerings

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.

2.4 Approach to learning and teaching

From experience, I have found that students are more receptive to learning when relevance and realism are present, therefore contextualising theory is important. It is also important for students to be challenged, in terms of being able to defend their ideas and, in some cases, to extend themselves beyond their comfort zone.
Many avenues must be presented through which learning can take place to take account of various learning styles, thus work is presented in audio and visual formats, technology is incorporated wherever possible and independent learning opportunities are also provided. An open and supportive environment is encouraged to promote communication and understanding.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims
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.

3.2 Student Learning Outcomes
By the end of this course you should:
• Have an understanding of the basic concepts and major research that has relevance to consumer behaviour.
• Be able to integrate these concepts into a framework that can be applied to the analysis of the individual consumer and the market.
• Be able to provide examples of how a marketer uses the knowledge of consumer behaviour in marketing strategies.
• Have improved written and oral communication skills so that you can communicate competently and confidently in discussions related to research and expression of personal viewpoints
• Be able to confidently and empathetically evaluate work and ideas presented by peers
• Be able to work efficiently and effectively in a teamwork environment to achieve specific outcomes
• Have improved skills in using in finding and accessing information effectively and evaluating its quality and relevance, particularly with respect to its use by marketers

3.3 Teaching Strategies
Though this course has 3 hours of contact per week, only a 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.
In lectures I will cover the major concepts and theories in each topic and provide some examples of how a marketer makes use of these theories, and the implications for their strategies. Students will be involved as much as possible by being asked to provide examples or to provide comments and opinions on various issues. On many occasions, small group discussions will be used to provide an opportunity for students to reflect and exchange views. Guest speakers, and possibly some videos, will be used to illustrate how an organization uses various aspects of consumer behaviour in their day to day operations and their overall strategies.

The aim of the workshops is to provide you with an opportunity to explore a particular concept/issue in consumer behaviour in more depth, further improve your oral communication skills by presenting your thought in a structured form to peers and to facilitate more extensive discussion in a relaxed environment. In each workshop, a group of students will present their analysis of an assigned case and are encouraged to involve the class as much as possible, either via activities, questions or exercises. After the presentation of the case, another assigned group or groups with then lead discussion arising from the presentation, encouraging all members of the class to share their thoughts. All discussion should take place in a non-threatening environment. The lecturer/tutor will take a minor role in the workshops. They will be there to observe the activities, encourage involvement, make sure things go smoothly and, at time, may introduce additional exercises/discussion on further issues.

There is not enough time in lectures and workshops to discuss all pertinent issues in depth. Therefore students are expected to go beyond just what is covered in these classes in order to deepen their knowledge. This can be achieved in a number of ways:

- Reading 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 Vista.

These activities are seen to be key to developing self-learning. To further foster this, three online quizzes (through Vista) will be offered during the session for that you have the opportunity to gauge your understanding of key concepts. Only the second of these quizzes will be assessable.

4. STUDENT RESPONSIBILITIES AND CONDUCT

For information on your responsibilities regarding workload, general conduct and behaviour, and keeping informed, please refer to the School of Marketing’s website. http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_Policies
4.1 Attendance
Your regular and punctual attendance at lectures and workshops is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.

5. LEARNING ASSESSMENT

5.1 Formal Requirements

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Due Date</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Final Examination</td>
<td>In formal examination period</td>
<td>40</td>
</tr>
<tr>
<td>Workshop</td>
<td>Throughout session</td>
<td>20</td>
</tr>
<tr>
<td>Case presentation/</td>
<td></td>
<td>(10)</td>
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<tr>
<td>workshop</td>
<td></td>
<td>(10)</td>
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<tr>
<td>Discussion leader</td>
<td></td>
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</tr>
<tr>
<td>Project</td>
<td>2 June (week 13)</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>6 June (week 14)</td>
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<tr>
<td>Report</td>
<td></td>
<td>(15)</td>
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<tr>
<td>Presentation</td>
<td></td>
<td>(10)</td>
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<tr>
<td>Course Participation</td>
<td>Throughout session</td>
<td>10</td>
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<tr>
<td>Research participation</td>
<td>Throughout session</td>
<td>5</td>
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<tr>
<td><strong>TOTAL</strong></td>
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<td><strong>100%</strong></td>
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**NOTE:**
In order to pass this course, you must:
- achieve a composite mark of at least 50; and
- pass the individual component (ie final exam + Research participation + participation of this course)

This means that if you do not get 27.5 or more out of 55 for the individual component, you will **NOT** pass this course.

5.2 Assessment Details

i) Final Exam
The final exam will take place in the formal examination period at the end of the session (16/6/05 – 4/7/05). It will be a 2 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.
All students are expected to sit for the final exam at the specified time.
If you cannot sit for the final exam, you must lodge a Special Consideration Form with the Registrar (not SoM staff) and you will be notified by the registrar of the decision.
ii) Workshop

A) Case Presentation
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 a particular topic. 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, if you wish, to that for the project.

B) Discussion leader
In addition to presenting one case in a workshop, each group will be assigned the task of being discussion leader for one or two cases. In order for this to occur, each group is expected to have read the case for the week, thought about the case questions and prepared a list of a couple of extra questions or issues they think would be relevant for the class to discuss. Before each case presentation, the lecturer/tutor will choose one or two groups (from a randomly draw) to be discussion leaders for that case. This would then mean that, after the case presentation, the discussion group(s) would lead the discussion on issues arising from the presentation and their own pre-prepared questions. This does NOT mean that the discussion groups provide another presentation; they encourage the other members of the class to provide their opinions on these issues. The aim is to get all the class involved. Your group’s efforts in being discussion leaders are worth 10% of your final grade. (If you are discussion leader for more than one case, then it is your total effort over all these cases that counts towards the 10%).

iii) Project
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.

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 2 June. In addition, each group will give a short presentation (10-15 mins) on their area of investigation and what they found. These presentations will take place during class on 6 June (week 14). Full details on what is expected in the project report and presentation will be handed out in class in week 2. A copy of the marking sheet, including marking criteria will be placed on Vista by 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. *If your group does not attend this meeting and provide evidence of work to date you will be penalized 5%.*

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.

**iv) Course Participation**
Participation in the course is worth 10% of your final mark for this course and it consists of 2 components – Attendance at lectures and workshops and General level of involvement in classes.

**Attendance:** 5%
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.

**General level of involvement in classes:** 5%
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 to 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.

**v) Research Participation**
You have a choice of participating in a faculty run research project when such a project becomes available. Available research projects will be announced in class together with a list of randomly drawn student ID numbers selected for the project. If your ID number is selected and you decide to participate you will receive 5% credit in the course as incentive for taking part in the research project.

Alternatively, if your ID number is not selected or you decide not to participate in the research project you will need to complete the online quiz available in week 8. The quiz will consist of 30 multiple choice questions and only be available for 24
hrs. Once you begin the quiz, you will only have limited time to complete it. The quiz will be worth 5%.

5.3 Assignment Submission Procedure
Projects are to be submitted by placing them in the labelled essay box on the 3rd floor of the John Goodsell building. Before submitting, please make sure you have attached the required signed cover sheet.

5.4 Late Submission
Information about late submission of assignments, including penalties, is available on the School of Marketing’s website


5.5 Special Consideration and Supplementary examinations
Details relating to procedures for special consideration and supplementary exams can be found at:

http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_SpecialConsideration

NOTE: You only have 3 days from the due date of the assessment/exam in which to lodge a special consideration form.

5.6 Assignment Format
Project reports are to be typed, 12pt, at least 1½ spacing, 2.5cm margins. It is not necessary that the reports are bound, however, they must be secured tightly to avoid any pages becoming displaced. Students are expected to attach the cover page provided by the School of Marketing. This can be downloaded from Vista or collected from the shelves near the essay boxes on the 3rd floor of John Goodsell building.

5.7 Research Participation
The faculty at the UNSW School of Marketing, in addition to their teaching interests, are actively engaged in pursuing original research interests that push the boundaries of the Marketing discipline. Such research has implications for improved understanding of consumers, management practices, corporate organisation, and social policy directives. The established findings of academic research are the core basis of teaching and knowledge dissemination at the University. Being part of the university culture students are encouraged to explore the research environment at UNSW and experience the process of knowledge generation by participating in faculty administered research projects. These projects will likely relate closely to the topics studied in the course and represent the cutting edge of research in the topic area.
Participation in the faculty administered research projects is encouraged, but is not compulsory. Students who choose to participate in a faculty run research project are entitled to 5% credit in the course. To receive the 5% credit students must return a research participation receipt, signed by both the student and the research invigilator, to the lecturer in charge. The receipt acts as a record of a student’s participation in the research project.

Students should not participate in more than one research project in any one semester. Students who are not selected or choose not to participate in a research project earn the 5% credit by doing a piece of assessment, which is the standard requirement in the course.

6. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see:

www.my.unsw.edu.au/student/atoz/Plagiarism

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

www.lc.unsw.edu.au/plagiarism
The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.

7. STUDENT RESOURCES

7.1 Course Resources

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

J.P. Peter and J.C. Olsen

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 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

Useful reference for gaining an understanding of behaviour:


Marketing journals, for example:

- Journal of Consumer Research
- Journal of Marketing Research
- Australasian Marketing Journal
- Journal of the Academy of Marketing Science
- Marketing
- Harvard Business Review
- Business Review Weekly

Useful Internet sites:

- [http://ami.org.au](http://ami.org.au)

**Vista**

Vista (this is a new version of 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.vista.elearning.unsw.edu.au](http://www.vista.elearning.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 may 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.
- Online quizzes (timed, limited release)

### 7.2 Other Resources, Support and Information

The University and the Faculty provide a wide range of support services for students, including:

- Learning and study support;
- Counselling support;
- Library training and support services;
- Disability support services;

In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:
• Examination procedures and advice concerning illness or misadventure;
• Supplementary Examinations;
• Occupational Health and Safety policies and expectations;

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 (http://www.amsrs.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

8. CONTINUAL COURSE IMPROVEMENT
Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process (http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

If at any time you have any concerns with your progress or any aspects of the course, please feel free to contact me to discuss your concerns. I hope you enjoy this course.
### 9. Course Schedule (Preliminary)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>28 Feb</td>
<td>Course Administration</td>
<td>Reading: Peter &amp; Olsen Ch 1</td>
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<tr>
<td></td>
<td></td>
<td>Introduction to Consumer Behaviour</td>
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<tr>
<td>2</td>
<td>7 March</td>
<td>Framework for Consumer Analysis</td>
<td>Reading: Peter &amp; Olsen Ch 2</td>
<td>Project Introduction – group formation and topic allocation finalized</td>
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<td></td>
<td>DQ: 3,6,7</td>
<td>Workshop cases allocated.</td>
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<td>3</td>
<td>14 March</td>
<td>Affect and Cognition</td>
<td>Reading: Peter &amp; Olsen Ch 3</td>
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<td>DQ: 4,5,6</td>
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<td>4</td>
<td>21 March</td>
<td>Product Knowledge and Involvement</td>
<td>Reading: Peter &amp; Olsen Ch 4</td>
<td>WORKSHOP 2:</td>
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<td>DQ: 3,8,9</td>
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<tr>
<td>5</td>
<td>28 March</td>
<td>Attitudes and Intentions</td>
<td>Reading: Peter &amp; Olsen Ch 6</td>
<td>WORKSHOP 3:</td>
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<td>DQ: 5,7,10</td>
<td>Non-assessable Online quiz available</td>
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<tr>
<td>6</td>
<td>4 April</td>
<td>Consumer Decision Making</td>
<td>Reading: Peter &amp; Olsen Ch 7</td>
<td>Individual group consultation – update on progress</td>
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<td></td>
<td>DQ: 3,6,8,9</td>
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<td>7</td>
<td>11 April</td>
<td>Behaviour: Conditioning and Learning</td>
<td>Reading: Peter &amp; Olsen Ch 8, 9</td>
<td>WORKSHOP 4:</td>
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<td>DQ: Ch 8 3,7,9; Ch 9 2,4,8,11</td>
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MID-SESSION BREAK

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<tr>
<th>Week</th>
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<th>Topic</th>
<th>Reading</th>
<th>Notes</th>
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<tbody>
<tr>
<td>8</td>
<td>25 Apr</td>
<td>NO LECTURE DUE TO ANZAC DAY HOLIDAY</td>
<td>Assessable Online quiz available</td>
<td></td>
</tr>
</tbody>
</table>
| 9    | 2 May | Behaviour: Influencing Consumer Behaviour                              | Reading: Peter & Olsen Ch 10  
DQ: 4,5 | WORKSHOP 5: |
| 10   | 9 May | Environment: Cultural and Cross-cultural influences                    | Reading: Peter & Olsen Ch (11), 12  
DQ: Ch 12 2,5,11 | WORKSHOP 6: |
| 11   | 16 May| Environment: Social class and Reference Groups                         | Reading: Peter & Olsen Ch 13, 14  
DQ: Ch 13 2,5; Ch 14 3,6,8,9 | WORKSHOP 7:  
Non-assessable Online quiz available |
| 12   | 23 May| Consumer Analysis and Marketing Strategy: Segmentation, Positioning and Product Strategy | Reading: Peter & Olsen Ch 15, 16 | WORKSHOP 8 |
| 13   | 30 May| Finalising project                                                     | Project report due Friday 2 June |
| 14   | 6 Jun | Project Presentations                                                  | Project presentations during class  
(workshop and lecture times) |