Description: Buyer Behaviour

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tr>
<td>MKT 8001</td>
<td>10300</td>
<td>1, 2002</td>
<td>WEB</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Janelle McPhail
Moderator: Dawn Birch

PRE-REQUISITES
Pre-requisite: MKT 5000

RATIONALE
It is becoming increasingly recognised that in order for firms to successfully develop the products and services that will fulfil the needs and wants of the individuals and organisations in the marketplace, a sound knowledge of buyer behaviour is necessary. An understanding of buyer behaviour principles is important for the marketing manager and the public policy maker, to make effective decisions that take into consideration how buyers are likely to respond to the actions of the firm.

SYNOPSIS
This course will take an integrated approach to buyer behaviour focusing on how the psychological and behavioural concepts can be used to develop and evaluate marketing strategies. This course will begin with an overview and critique of the basic organisational and consumer decision processes which will be followed by a detailed examination of the process phases and factors that may impact each phase. At each stage the processes will be considered in terms of their relevance for the development and implementation of effective marketing strategies. The course will conclude with an examination of the social, ethical and legal ramifications of the buyer behaviour process in the development of marketing strategy.
OBJECTIVES

On successful completion of this course students will be able to:

- Evaluate and identify appropriate decision processes for a particular target market and product category;
- Incorporate the theoretical concepts of buyer behaviour to a successful and effective marketing plan;
- Understand the impact of the various external and customer specific factors that may effect a buyer's behaviour;
- Discuss the importance and relevance of an intimate understanding of a buyer's behaviour to the success of the firm;
- Report concisely and critically the relevance of buyer behaviour to a particular firm of their choosing.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Buyer Behaviour: 1.1 An introduction and overview to the course</td>
<td>15.00</td>
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<tr>
<td>2. Consumer Decision Making: 2.1 Problem, recognition, search and evaluation 2.2 Purchasing and post purchase behaviour</td>
<td>20.00</td>
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<td>3. Environmental Influences: 3.1 Culture and values 3.2 Social class, social groups and family 3.3 Personal influences and diffusion of innovations</td>
<td>20.00</td>
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<tr>
<td>4. Individual Consumer Processes: 4.1 Personality and self-concept, motivation &amp; involvement 4.2 Information processing, learning and memory 4.3 Attitudes and attitude change</td>
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<td>5. Organisational Buyer Behaviour: 5.1 Influencing organisational buying behaviour 5.2 Building relationships with organisational buyers</td>
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<tr>
<td>6. Consumerism, International Issues, Ethics and Social Responsibility</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


Summers, J. & Smith, B., (eds), 2001 Faculty of Business Communication Skills Handbook, 4th edn, Faculty of Business, USQ, Toowoomba, Qld.
REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Private Study</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Short Answer questions</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>REPORT</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
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<tr>
<td>EXAMINATION 2 HOURS</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>END S1</td>
</tr>
</tbody>
</table>

NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications.

OTHER REQUIREMENTS

1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details and by considering the students' level of achievement of the objectives of the course. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the commcoursey as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. Extensions beyond one week are only granted in extreme circumstance
because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Course Leader for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student's ability to study; - when it became apparent that the student could not submit the assignment As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the Course Leader unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the course stating: - the date the student's personal circumstances began or changed; - how the circumstances affected the student's ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: - the date the student's employment began or the conditions of employment changed; - how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

3 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

6 Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

7 A Residential School will be cancelled if insufficient numbers, 10 for undergraduate/5 for postgraduate, are enrolled by the cut-off date for enrolling in School. If a student's School is cancelled, they will be notified and they can then contact the Course Leader to arrange an informal meeting at a mutually convenient time.