



# **Welcome to Tutorial One**

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# Today's Tutorial

Today's Tutorial is focused on administration and settling into the course and the tutorial group

- Assessment Schedule
- Tutorial Schedule
- How these tutorials will work
- Tutorial Exercise 1 Discussion

# Tutorial Slides Available

Tutorial Slides available at

[marketingatvic.rocketspark.co.nz](http://marketingatvic.rocketspark.co.nz)

Includes resources for MARK 201, 202 and 203

# Tutorial Participation and Exercises

Assessment	Weighting	CLO(s)	Due
Tutorial participation	10%	1, 2, 3	At tutorials.
Tutorial exercises	5%	1, 2, 3	Before tutorials.

Tutorial Participation and Exercises make up 15% of your final grade, this can be the difference between a B- and an A

Participation is marked out of 2, 1 mark for attendance and 1 mark for actively engaging in discussions.

Exercises are due **BEFORE** your tutorial

# Mid-Term and Final Test

Mid-term test	15%	1, 2	17 August, Class time (2-3pm).
Final test (in-person) <b>CLOSED BOOK</b>	35%	1, 2 ,3 ,4	During assessment period (20 October – 04 November). Date & time will be provided closer to date.

You will have **TWO** tests, one online **open book** and one in person **closed book**

These tests make up 50% of the overall grade

It is also a mandatory course requirement: In addition to achieving an overall pass mark of at least 50%, that **students must complete the final test.**

# Consumer Profile Assignment

Consumer profile assignment	35%	2, 3, 4	Monday, 2 October, 11pm NZT.
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This is what tutorials will focus on, worth 35% of your grade.

Each tutorial focuses on different sections of the assignment.

# Assessment Schedule

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Mid-term test	15%	1, 2	17 August, Class time (2-3pm).
Consumer profile assignment	35%	2, 3, 4	Monday, 2 October, 11pm NZT.
Final test (in-person) <b>CLOSED BOOK</b>	35%	1, 2 ,3 ,4	During assessment period (20 October – 04 November). Date & time will be provided closer to date.

Mandatory course requirement: In addition to achieving an overall pass mark of at least 50%, students must complete the final test.

# Tutorial Schedule

Week	Tutorial activity/Assessments	Suggested Reading
2	Tutorial 1: Introduction and segmentation	Chapter 1 & 9
3	Tutorial 2: Mapping the consumer decision-making process	Chapter 9
4	Tutorial 3: Perception and the senses	Chapter 3
5	Tutorial 4: Business report writing	-
7	Tutorial 5: Personality and self	Chapters 5 & 7
8	Tutorial 6: Learning and attitude formation	Chapters 4 & 8
9	Tutorial 7: Social & cultural influence	Chapters 11, 12 & 14

**No Tutorial Week 6 (Online Test Instead)**  
**Textbook (available in the library & online):**



# Where to find Tutorial Exercise Sheets

1. The assignment section in NUKU: Nuku > Assignment > Click on Appropriate Assignment.
2. Weekly overviews: Nuku > Modules > Weekly Overview

[marketingatvic.rocketspark.co.nz](http://marketingatvic.rocketspark.co.nz)

# How these tutorials will work

As marks are awarded for participation to ensure everyone participates well there will be 3 types of discussion

Peer Discussion : Groups of 2 or 3 if class numbers are uneven

Group Discussion: Groups of less than 6 preferably

Class Discussion: Discussion as a class

# **There are no stupid questions or answers**

Be respectful and encouraging of others,  
it can be intimidating to speak in front of your peers,  
but we are all here to learn.

If you know everything already I will be expecting your  
assignment next week :)

# Group Formation

Since there will be group discussions, I want you to form groups of 5-6 if you haven't already.

University does not have to be a place where you do things alone.

Get to know your groups, make a group chat, give each other advice, work together etc. Build each other up. (optional of course)

# Icebreakers!

Briefly introduce yourself to your group and what you study

Pick a group name

Think of a sound to use as a buzzer for the upcoming brain-teasers / quiz questions!

First team to answer correctly will get 1 point.

**Read this sentence carefully and then read it back. What is the missing word?**

Was it a \*\*\* or a cat I saw?

**Read this sentence carefully and then read it back. What is the missing word?**

Was it a car or a cat I saw?

**Which of these times is the odd one out?**

2:12 am

6:06am

4:16pm

8:20pm



**Which of these times is the odd one out?**

02:12

06:06

16:16

20:20

**Why is FRQW the odd one out in these sets of letters?**

BCDEGPTV

AJK

FRQW

IY

**Why is FRQW the odd one out in these sets of letters?**

BCDEGPTV - Rhymes

AJK - Rhymes

FRQW - Doesn't Rhyme

IY - Rhymes

**What letter comes next in this sequence?**

Y Y H L Y E Y T R R R \*

**What letter comes next in this sequence?**

Y Y H L Y E Y T R R R R

**The last letter of the months**

**If January = 717, March = 5315 and June = 4624**

What does August equal?

**If January = 717, March = 5315 and June = 4624**

6848

6 letters in August, 8th month of the year,

**6x8 = 48**

**What number comes  
next in this sequence?**

3

1 3

1 1 1 3

3 1 1 3

1 3 2 1 1 3

\* \* \* \* \* \* \* \* \* \*



# What number comes next in this sequence?

3

1 3

Line above has 1, 3

1 1 1 3

Line above has 1, 1 and 1, 3

3 1 1 3

Line above has 3, 1's and 1, 3

1 3 2 1 1 3

Line above has 1,3 and 2, 1's and 1,3

1 1 1 3 1 2 2 1 1 3

Line above has 1,1; 1,3; 1,2; 2,1's and 1,3

# Final Question

Rachel's Birthday is on the 6th of April and  
Harry's Birthday is the 14th of November,  
that must mean that  
Oliver's Birthday is the \* of February

# Final Question

Rachel's Birthday is on the 6th of April and  
Harry's Birthday is the 14th of November,  
that must mean that  
Oliver's Birthday is the 25th of February

# Consumer Decision Making Process

There are **FIVE** steps in the Consumer Decision Making Process (CDMP)

1. Problem recognition
2. Information search - How much does the consumer already know?
3. Evaluation of Alternatives - Are they loyal to the brand?
4. Purchase decision
5. Post-purchase evaluation

Is anyone's product an Apple Product?

**Class discussion:** Why might this not be a good product for this assignment? (Hint: Which steps might this affect compared to using a different product)

# Tutorial Exercise 1

By now you should have

- Identified a consumer who has recently purchased a **Brand New Product**
- Created a market segmentation for the product they have bought. (Remember demographic, psychographic, geographic and behavioural segments from MARK 101)

If you haven't done this, think about this now!

# Tutorial Exercise 1: Group Discussion

Group Discussion:

- Introduce your consumer and the product they have purchased
- Briefly mention points from your market segmentation (age, gender, income, job status, where they live etc.)
- As a group discuss "Why would we segment rather than communicate in the same way with anyone who mentions a brand or category?".
- We will discuss this as a class.

# Tutorial Exercise 1: Class Discussion

Select one person to represent your group:

- What products did everyone chose?
- Demographic of consumers? Were they mostly students?
- What did your group come up with for "Why would we segment rather than communicate in the same way with anyone who mentions a brand or category?".

# What to do before the next tutorial

- Complete Tutorial Exercise Sheet 2
- You will need to complete **AND** transcribe an interview with your chosen consumer, you can use software like otter.ai or descript to transcribe your interview
- There is an example interview guide in the tutorial workbook, this is an **EXAMPLE**, and should go in more depth, use it as a guide but elaborate on the points



**Thanks for coming!**  
**See you next week :)**

Any questions

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