



School of Marketing & International Business

MARK 307

Marketing Decision Support

Course Outline

Trimester 2, 2005

Course Controller:- Ashish Sinha
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Office:- Rutherford Building Rm 1103

Class Times and Room Number:-
Location:- Rlwy 315
Friday 1:40-3:30

Office Hours:-
Wednesday:- 11:30-12:30

Computer Labs

Location:- RW 102

Tuesday:- 9:00-10:00

Wednesday:-2:00-3:00

Thursday:-3:00-4:00

Course Description and Objectives

This course deals with concepts, methods and applications of decision modeling to address marketing issues such as segmentation, new product design and development, new product forecasting, advertising, sales force planning, and promotion planning. It also provides opportunities to understand and use real world data in a way that provides insights for managers, and creates the possibility for a “test and try” approach to marketing strategy. The readings and software module cover a variety of topics but the main aim of the course is to build your understanding of the language of decision modeling, not just specific applications. If you learn the language, then other applications can be easily developed and understood by you.

Unless most marketing courses that focus on conceptual material, this course is designed to translate conceptual understanding into actual operational plans – a skill in increasing demand within organization today.

Objectives of the course

- 1) Develop student understanding of how analytical techniques and computers can enhance decision making.
- 2) To assist students in viewing marketing phenomena and process in ways that are amenable to decision modeling.
- 3) To expose students to a number of real world examples and applications of marketing science that enhance marketing insights and decisions.
- 4) To provide students with experience in using a software tool kit that enable you to apply them to real marketing decisions.

The pedagogic philosophy in this course embraces two main principles:- learning by doing and end user modeling. Each concept that we cover has a software and a case whose solution can be enhanced through use of software.

The course will be of value to students planning careers in marketing or management consulting, market research and marketing analytics. It will also provide students with an awareness of what Marketing Decision Systems in the future would look like.

Course Format and Workload

The course comprises lecture session, an individual project assignment, group workshop exercises and presentation, and an overall course project to assist learning and assessment. Sessions will be held in RLWY 315 on Fridays from 1:40 to 3:30 PM. There will be a 10 mts break for refreshments. Workshops are scheduled for Tuesday (9:00-10:00) and Wednesday (2:00-4:00 PM).

Students are expected to spend one day (8-10 hours) per week on average in classes, preparation and assignment for MARK 307. The balance of time will vary depending on student capabilities and background, but an indicative balance is as follows:-

Class and Lab time	3 hours
Reading and Study	3 hours
Assignment Prep	2 hours
Written Projects	1 hours

Textbook

Students will be provided readings for this course. There is total (cost recovery only) charge of \$25 for this material. Please pay for these materials within the first week of the course.

Material

Students will be allowed to use of scientific calculators in the mid-term tests and final examinations. While calculators are not required for the course it is strongly recommended that calculator is used in the course.

Study and Project Groups

The weekly lab exercises and MarketView Projects will require you to work in teams of 4/5. During the first class we will discuss how best to put you into teams. Ideally we want a mix of backgrounds and interests, but there are some practical considerations to take into account. Teams should be formed during the first two weeks of classes. I will provide 10 mts in the first class to form groups.

Computer Lab Sessions

From the second week of the course the RW 102 lab has been booked on Tuesday mornings from 9:00-10:00 and RW 102 on Wednesday from 2:00-4:00 PM. You are free to work on your assignments at any time, but assistance and advice will always be available from staff and/or tutors during these three hours. You are strongly advised to

pick a time on the three assigned hours each week as a group to specifically work through the tutorials and exercises.

Assessment

Mark 307 has a 65% internal assessment and a final exam of 35 %.

Mark Allocation for each assessed components are as follows:

Mid Term Test (12 th August, 2005)	15%
Individual Tutorial Assignment (3 assignments)	10%
Individual Case Assignment Blue Mountain Case (Due 2nd of Sept, 2005)	10%
Market View Project Report (7 th October, 2005)	25%
Presentation (7 th October, 2005)	5%
Final Exam (October)	35%
Total	100%

Individual Tutorial Assignments (10%)

Starting from the fourth week, students are required to submit Assignments based on Computer lab exercises. Schedule for these assignments have been provided in the course outline. Of the four assignments based on the computer lab exercises in the entire term I will consider the top three assignment marks in the course.

Individual Case Assignment (10%)

Students are required to submit answers pertaining to the Blue Mountain Case (Case write up provided in the Book of Readings) on the 2nd of September. This Case is based on the ADBUG tutorial that will be covered in class (5th Week) and 5th & 6th Week of Computer labs.

MarketView Team Project (30%)

The objective of the project is to provide students exposure to “real world marketing problems” and to teach how a consumer database can be used to provide solution to this problem.

- Students will collaborate in teams of four and work on a “Real World” case. Each group should assume that they recently been hired as a marketing consultant to advise a client company on how best to use BNZ. MarketView Web application as a decision tool. MarketView will provide the case on which student groups will work as a team. Only one final report and presentation is to be submitted by the group as a whole. Though there is no set word length for the report, written reports that are over 25 pages doubled spaced (excluding tables and charts) lack focus and are often not well organized.
- MarketView will provide an hour long training to students. In these sessions, students will be exposed to the different aspects of the Web based software. Attend the March 19th class to get familiar with the BNZ. Market View software at – <http://www.bnz.marketview.co.nz>.
- Once you have signed the confidentiality agreement and your access code and password has been assigned you are free to begin using MarketView. Access via fast web browser would be preferable. Familiarize yourself with the data available and think about how you will use this information to tackle the brief. After you have conducted some analyses and formed some preliminary conclusions, it would be a good time to bounce ideas off your lecturer or your contact at MarketView. **YOU ARE EXPECTED TO PROVIDE A WRITTEN UPDATE NOT MORE THAN 5 PAGES LONG on 2nd September, 2005. I will only provide you feedback but will not mark the reports. STUDENTS THAT DO NOT PROVIDE ME WITH THIS UPDATE WILL AUTOMATICALLY LOSE 5% FROM THEIR FINAL GRADE.**
- Complete the main report and and prepare powerpoint presentation. You are required to make a final presentation in the last week of classes. Report is due on 7th October, 2005.
- Students will have the opportunity to present and receive feedback on their presentations on the 5th of October between 2:00-4:00 PM. While you are not required to present on this date, students are strongly recommended to present on this day to allow them to prepare for the final presentation.

Confidentiality

We are very fortunate as a class to have this arrangement with BNZ. MarketView and the participating client company. We need to treat this relationship carefully. Due to the sensitive nature of the data being made available to the students, **ALL STUDENTS** will sign a non-disclosure agreement. Any group or student found in violation of the non-disclosure will immediately be withdrawn from the project team and assigned a grade of

zero. This project is covered by the Statute of Student Conduct at Victoria University of Wellington.

Return of Assignments

Where possible assignments will be returned to students in class (during lectures or tutorials for example), or by the lecturer/tutor concerned at a pre-arranged time and place. All uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Guidelines for Written Assignments

Students are encouraged to use the 'SMIB Guidelines to Written Material and Referencing' for information as to how to present, submit, organize and reference their work. These guidelines, including examples, of appropriate essay, report, and academic research formats are available on-line at www.vuw.ac.nz/ibproject. Under the 'info for students' navigation bar, choose 'report format', and the link to the 'SMIB Guidelines for Written Work and Referencing' is at the top of this page.

General University policies and statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still

unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:
www.vuw.ac.nz/policy/AcademicGrievances.

Plagiarism

Victoria University defines plagiarism as the copying of ideas, organisation, wording or anything else from another source without appropriate reference or acknowledgement so that it appears to be one's own work. This includes published and unpublished work, the Internet and the work of other students and staff. Plagiarism is an example of misconduct in the Statute of Student Conduct. Students who have plagiarised are subject to a range of penalties under the Statute. See the website:
www.vuw.ac.nz/policy/StudentConduct.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, the following staff members will either help you directly or quickly put you in contact with someone who can.

Staff	Faculty	Room number
Sue Dover	Student Support Coordinator, FHSS	2 Wai-te-ata Road
Kirstin Harvey	Law	Old Gvt Building room 103
Liz Richardson	Science and Architecture and Design	Cotton Building room 150

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Marketing 307 Course Outline 2004

Date	Topic	Readings	Assignment	Lab
July 8 th	Introduction to Paper	Week 1 Rdgs		
July 15 th	Market View Project Presentation	Week 2 Rdgs		
July 22 nd	Models and Decision Support Curve Fitting			Introduction to SPSS
July 29 th	Decision Making Under Risk and Uncertainty	Week 4 Rdgs		Conglomerate Tutorial
Aug 5 th	Advertising	Week 5 Rdgs	Assignment on Conglomerate Due in Labs	ADBBUG Tutorial
Aug 12 th	TEST IN CLASS A REAL WORLD APPLICATION			MarketView Tutorial
Break	M			
Sep 2 nd	Pricing/Promotions	Week 7-8 Rdgs	Blue Mountain Case Due in Labs Market View Interim Report due in Class	Regression Tutorial
Sep 9 th	Pricing/Promotions	Week 7-8 Rdgs		Curve Fitting Tutorial
Sep 16 th	Pricing/Promotions New Product Development	Week 7-8 Rdgs	Assignment on Regression Due in Labs	Pricing Tutorial
Sep 23 rd	New Product Development		Assignment on Curve fitting due in Labs	
Sep 30 th	New Product Developments Decision Support Future and Prospects		Assignment on Pricing due in ALbs	No Lab
Oct 7 th	Presentations		Marketview Project due on the 7th Oct	

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Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

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Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general

enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).