



VICTORIA UNIVERSITY OF
WELLINGTON
SCHOOL OF MARKETING AND
INTERNATIONAL BUSINESS

MARK 261

MARKETING MANAGEMENT

INFORMATION FOR DISTANCE STUDENTS
2005



Information for Distance Students 2005

These guidelines have been prepared for distance students enrolled in MARK 261. **It is important that you read them thoroughly as there is crucial information.**

Step-by-Step How to Get Started

First you will need to have Quicktime 6.0 which is on the Introduction/Module 1.1 & 1.2 CD. So please put in that CD and read below.

Quicktime 6.0*: If you have a different version of Quicktime on your computer, you may wish to uninstall it and then download version 6.0 from the Introduction/Module 1.1 & 1.2 CD. We have included this version of Quicktime on your CD because if you go to the Apple site (<http://www.apple.com/quicktime/download/>) it only allows you to download Quicktime version 6.5.2, a version that doesn't allow you to play the videos on your CDs by simply clicking on the links (once having logged onto Blackboard). So if you choose versions other than Quicktime version 6.0, you will simply have to choose Option 3c below which will necessitate always having to manually open up files from your CD ROM drive as opposed to clicking on the links to open them.

NEXT, please make sure that you follow steps 1-7

1. VUW's distance learning platform is Blackboard, so you'll first need to log on to <http://blackboard.vuw.ac.nz/>.

2. Log on using your SCS username and password.

a. **SCS username**

The *username* is constructed from the first 6 characters of your last name and the first 4 characters of your first name. If the username already exists a number is added.

e.g. Darren Hay - haydarr, or haydarr1 etc.

Your *username* is printed on your confirmation of study form

b. **SCS password**

Your initial password is your student ID number.

When you log-on for the first time you must change your password for all the services to work. This is necessary for the security of your account. More information on changing your password is available via the password link at the

* Please note that the version of Quicktime that best enables you to view material on your CDs is Quicktime version 6.0 which may require you to uninstall any newer versions of Quicktime that you might already have on your computer. Also note that Quicktime is owned by Apple but only the newest version (6.5.2) is available for free downloading so the version that best suits the course materials has been placed on your CD for convenience.

top of any SCS webpage.

Once you have logged into Blackboard, select your course from under *My Courses*.

[05.A.MARK261: Marketing Management](#)

- c. If you are experiencing problems with logging onto Blackboard, Contact SCS normally by phone first (as this will tend to be the quicker option):

via Phone - available 8.00am - 5.30pm weekdays.

(04) 463 5050 - off campus 5050 - on campus

You can access all this information online at <http://www.vuw.ac.nz/scs>

via Email- emails will be answered between 10.00am-4.00pm weekdays
scs-help@vuw.ac.nz

3. Please determine which category you fall under with respect to your computer and browser combination. If you are running:

- a. **Mac OS9.1/9.2 or PC running Internet Explorer 6.0 and Quicktime 6.0, or if you are using computers on campus then try:**

1. In the left-hand main menu, click on the **Tools** button
2. Then click on **Personal Information**.
3. Next click on **Set CD-ROM Drive**.
4. For PCs, from the drop-down menu, select the appropriate letter corresponding to your computer's CD ROM drive (normally either D or E)
5. For Macs, if you are using OS 9 enter mark261 in the Mac box (if you are using OSX with Safari, refer to 3b).
6. Then click "submit"
7. Then click "OK"
8. Check that blackboard is a trusted site. Open internet explorer, and choose the Tools menu. Choose Internet Options. Click on the Security Tab. Click on the trusted sites icon (green circle with a tick). Click on the Sites button. Type in:

vuw.ac.nz

in the box named "Add this Web site to the zone". Click the Add button. Make sure the checkbox is ***UNTICKED*** next to "Require server verification (https:)" for all sites in this zone. Click OK.

Click on the Privacy Tab. Click the Edit button in the "Web Sites" area (the lower area). Type in:

vuw.ac.nz

in the "Address of Web site" box and click Allow. Click OK. Click OK again to close the Internet options window.

Throughout the course, you will see various links that access video clips, interactivities, and various other files from the CDs. For example below, you would click on the [Video 1.1.1](#) link and use the 'Back' button on the toolbar once you have completed viewing the video/interactivity etc. Because it is difficult to anticipate the various software/operating system configurations that you will be running and because the Blackboard platform is peculiar in its requirements for just the right combination (Internet Explorer 6 and Quicktime 6.0 even though there are newer versions of both of these), you may find that you will be unable to open these linked files simply by clicking on the links and will therefore have to use Option 3c below.



Video 1.1.1 (1min 39s)

[Video 1.1.1](#)

Or open m1_1_1.mov on your CD

b. Mac OSX with Safari, then:

1. In the left-hand main menu, click on the **Tools** button
2. Then click on **Personal Information**.
3. Next click on **Set CD-ROM Drive**.
4. For PCs, from the drop-down menu, select the appropriate letter corresponding to your computer's CD ROM drive (normally either D or E)
5. If you are using a Macintosh computer running OS 10 (OSX), enter volumes/mark261 in the Mac box
6. Then click "submit"
7. Then click "OK"
8. Check that blackboard is a trusted site. Open internet explorer, and choose the Tools menu. Choose Internet Options. Click on the Security Tab. Click on the trusted sites icon (green circle with a tick). Click on the Sites button. Type in:

vuw.ac.nz

in the box named "Add this Web site to the zone". Click the Add button. Make sure the checkbox is *UNTICKED* next to "Require server verification (https:) for all sites in this zone. Click OK.

Click on the Privacy Tab. Click the Edit button in the "Web Sites" area (the lower area). Type in:

`vuw.ac.nz`

Throughout the course, you will see various links that access video clips, interactivities, and various other files from the CDs. For example below, you would click on the [Video 1.1.1](#) link and use the 'Back' button on the toolbar once you have completed viewing the video/interactivity etc. Because it is difficult to anticipate the various software/operating system configurations that you will be running and because the Blackboard platform is peculiar in its requirements for just the right combination (Safari and Quicktime 6.0 even though there are newer versions of both of these), you may find that you will be unable to open these linked files simply by clicking on the links and will therefore have to use Option 3c below.



Video 1.1.1 (1min 39s)

[Video 1.1.1](#)

Or open m1_1_1.mov on your CD

c. The most common scenario or if the above possibilities do not work, then read below:

Throughout the course, you will see various links that access video clips, interactivities, and various other files from the CDs. In order to access these if the combinations above don't work, then you can:

1. Minimise the Blackboard window
2. Double-click on the My Computer Icon
3. Double-click on your CD ROM drive
4. Find whichever file you wish to view and double-click to open it (i.e. in the example below, you would double click on the file titled m1_1_1.mov to view this particular video clip)



Video 1.1.1 (1min 39s)

[Video 1.1.1](#)

Or open m1_1_1.mov on your CD

4. Once you have completed steps 1-3, then click on 'Introduction' in the main menu on the left hand side
5. You should see the following: **"If you don't have Shockwave you can download it for free atPlease copy the url into a new internet explorer window"**.

6. You should see the following: **“If you don't have Powerpoint you can download Powerpoint viewer for free at Please copy the url into a new internet explorer window”**.
7. Once you've completed these ensure you have the Introduction/Module 1.1 & 1.2 CD into your CD ROM drive and begin the course.

Course Text

Before your course starts, you should purchase the required text –
J P Guiltinan, GW Paul and TJ Madden,
Marketing Management Strategies and Programs, 6th edition, McGraw-Hill, 1997, 2003.

Victoria Book Centre manages the sale of the textbook.

For more information, you should contact Megan Hart in the VUW Bookstore at
megan.hart@vuw.ac.nz

Using Blackboard

Once you are into your course, you can navigate around using the left hand panel (main menu).

Below is a outline of the main menu items in the MARK 261 site.

<i>Announcements</i>	Announcements from the course lecturer or tutors; these should be checked regularly for important information.
<i>Introduction</i>	General information about the course.
<i>Course</i>	Course modules with video and text material.
<i>Calendar</i>	Planning and MARK 261 scheduling tool.
<i>Key dates</i>	Details of dates of/for assessment (internet exercises, discussion board postings and tests).
<i>Assessment</i>	Details of internet exercises, discussion board postings and tests.
<i>Discussion</i>	Used to post queries, problems and feedback, as well as for participating in the mandatory online discussions.

<i>Staff</i>	Contact details of staff involved in the course.
<i>FAQ</i>	Provides some information regarding commonly encountered queries.
<i>Gradebook</i>	Will eventually contain your assessment grades.
<i>Tools</i>	Where you set up your CD-ROM drive for this course - under personal information.

Additional Blackboard Help

For more information on using Blackboard, have a look at the Blackboard Learning System *Student Manual*, available at

http://company.blackboard.com/docs/cp/learning_system/release6/student/

Library Services

Look at the library website to see what the library offers for distance students <http://www.vuw.ac.nz/library/services/distance/>. Having registered for MARK 261 you will automatically be entitled to a \$20 credit. Some 'extra' library services (for those of you who are really keen to access additional readings) might involve costs to which this credit can be used eg. inter-library loan, photocopying, full-text article requests). However, please note that this credit cannot be applied to any overdue charges.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

Lending Services

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

To make a request for books or journal articles, complete the electronic form at:

<http://www.vuw.ac.nz/library/services/distance/request.shtml>

or

Contact the Distance Lending Services:

Email: lending-distance@vuw.ac.nz

Telephone: 0800 700002

Fax: (04) 4636663

Post: Lending Services (Distance)
Victoria University of Wellington Library
PO Box 3438

Wellington

Access to Online Databases

You can search for journal articles using the online databases at <http://distance.scs.vuw.ac.nz/sites/>. Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once).

For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at <http://www.vuw.ac.nz/library/services/ask>

Accessing Electronic Journals

1. To access electronic journals which the University subscribes to, follow these steps: Search for the journal on the Online Library Catalogue (<http://victoria.conzulsys.ac.nz/>)
2. If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field. Make a note of the database.
3. Go to the online databases page for off-campus students (<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.
4. You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
5. You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.

-

Communication

For any course content related questions or course administration queries or problems, including Blackboard issues, please first go into the appropriate **Discussion** as solutions or hints to these queries are often provided by your classmates and tutors will be overseeing and facilitating these discussions. For unresolved queries relating to the above issues, contact Sarena Saunders, the MARK 261 Course Coordinator, e-mail: Sarena.Saunders@vuw.ac.nz.

-

Submitting Case Reports via Electronic Submission

Please follow the guidelines below when submitting your two case reports:

Requirements for electronic documents:

- Files to be saved in Microsoft Word (.doc) Page size to be set at A4
- Margins to be at least 2cm (preferably 5cm for the left margin)
- 1.5 line spacing
- 12 point font size
- Include page numbers
- Include a title page which shows the course number and name, your name, the course lecturer, the title of the assignment, and the date the assignment is due
- Provide a word count at the end of the assignment

Please go to the **Assessment** section in the main menu for more information.

Assignments should be submitted using the Digital Drop Box function in Blackboard.

–

Student Support

Distance students can access support for their study through the Student Learning Support Service. You can use the online resources on their website (http://www.vuw.ac.nz/st_services/slss/), or make confidential contact with an SLSS staff member by phoning +64 4 463 5999 or by email to student-learning@vuw.ac.nz.

–

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment, 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

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.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

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.