

VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wananga o te Upoko o te Ika a Maui*



**School of Marketing & International Business**

**MCA & BCA**

**(HONS)**

**Advanced Market Management  
MARK401**

**First Trimester 2006**

## Course Descriptor

Students will be exposed to discussion and a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and more recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

## Objectives

After completion of this course, students should be able to:

1. Discuss and critique the historical and ongoing development of marketing as a discipline.
2. Categorise, understand, and critically analyse the published literature in marketing.
3. Show a sound understanding of marketing constructs and models, including the demonstration of independent thought and strong conceptual skills.
4. Write and present in a manner which illustrates independent research capability in identifying and synthesising relevant journal articles from the published literature, and ability to develop and defend a line of argument in support of a chosen position.

## Course format and workload

The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. Sessions will be held in RWW 315 on Friday afternoon commencing on March 3rd, 2006 at 12:30 PM.

Students are expected to spend around 12-14 hours per week **on average** in classes, preparation and assignments for MARK 401. The exact amount of time will vary depending on student capabilities and backgrounds, but an indicative balance is as follows:

	<u>Hours</u>
Class time	3
Reading & study	3-4
Assignment prep'	2
Course projects	4-5

Any student deviating significantly from these norms (apart from normal pressure points associated with the major assignment deadlines) should reassess the balance of their workload and, if necessary, discuss it with the course lecturers.

## Course Readings

Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches in the library. A collection of readings will be made available to students for each class. In addition, copies of the chosen articles by students will be reproduced and distributed in advance of each article presentation. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

## Teaching of MARK 401

The Course controller is:

Ashish Sinha (RH 1103, Ph: 463 6953) Email: [ashish.sinha@vuw.ac.nz](mailto:ashish.sinha@vuw.ac.nz)

Other staff within the School will also contribute to individual sessions in their respective areas of expertise. Students can discuss matters with any of the staff at any reasonable time and are encouraged to do so. If necessary, informal class times can be scheduled to discuss aspects of the major course assignments or other matters of general concern.

## Method of Assessment

MARK 401 is 70% internally assessed and 30% through a final examination. Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall 'quality of mind' judgement by the examiners. In this respect therefore the adequacy of preparation for and quality of participation in class discussions will form part of the overall judgement by course lecturers.

Mark allocations for each assessment component are:

Written essay one	15%
Written essay two	15%
Written article critique	15%
Verbal article critique presentation	5%
Class preparation and contribution	10%
Weekly Submission (5 submissions)	5%
Class Presentation	5%
Final exam	30%
<b>TOTAL</b>	<u><b>100%</b></u>

## Written Essay One

Individually write an essay of up to 1500 words selecting one from the following list of topics. Your essay must show evidence of independent library research and some reading (at least six salient references) around the topic under discussion.

1. 'The Marketing Concept has no relevance in the Network Economy'. Discuss.
2. 'Marketing is all to do with building relationship'. Discuss

**Due date for essay: April 7<sup>th</sup>**

### **Class Preparation and Contribution**

The preparation of class material will account for 10% of the student's overall mark. Students will be expected to present answers to set readings questions and problems and critique articles from the marketing literature. The assessment criteria include among other things:

- ❖ Each student (or a group of two) has to lead at least one seminar.
- ❖ Is the student a good listener?
- ❖ Are the points made relevant to the discussion?
- ❖ Are these comments linked to the comments of others?
- ❖ Do these comments show evidence of sound analysis of the material?
- ❖ Is the student able to develop and defend a line of argument?

Contributions to class discussion should be done in the spirit of true critical discussion and debate rather than personalized attacks on the views of others. Also be willing to take some risks or to explore positions that you are not sure about but would like to argue out within the group.

### **2. Weekly Submission & Presentation**

Starting from week 3, students are required to submit one page synopsis of the research papers assigned for that week. This is due at the beginning of the class every Friday afternoon. I will consider marks for the top five submissions.

For each session a group of two students will lead the discussions. For that particular week, these students will make a presentation to the class followed by discussions & questions. They will need to show this presentation to the lecturer a few days before the day of the class presentation. Students are required to submit their power point presentation to the lecturer. The group of students involved in the presentation need not submit a written synopsis for the week in which they are leading the discussion.

Also, students are not required to submit the synopsis in the week they are presenting their critique.

**NOTE:-Please make sure that the week of Critique presentation is different from the week in which you are leading discussions.**

### 3. Article Critiques

Each student is required to provide a synopsis of one journal article pertaining to selected topic under consideration. The synopsis should provide a **summary** and a **critique** of the article. Word limit for the critique is 1500. In addition, conciseness and ability to capture the essence of an article in the summary component will be rewarded. The critique should assess both strengths and weaknesses of the position adopted by the authors, along with an overall assessment of the value of the contribution made by the article. You are expected to read outside of the article that you are critiquing. The critique should have four sections (these need not be the sub-headings).

- **Introduction** – Here provide a brief review of the literature.
- **Summary** – Summarize the article, how does it fit in the literature that you have summarized in the introductory section.
- **Critique** – Critiquing the article is different from criticizing the article or the author. Identify the strengths & weaknesses of the article.
- **Conclude** – Provide conclusion by identifying areas of future research.

Your chosen article should be given to the course controller no later than twelve days prior to the scheduled Friday presentation. The article will then be reviewed by the course controller to ensure that academic rigour is of an appropriate standard. If acceptable, the article will be photocopied and circulated to all class members on the following Wednesday. Each student must read the distributed article prior to the class discussion. This prior reading is essential. **YOU ARE REQUIRED TO PRESENT YOUR CRITIQUE IN CLASS** for period of 15 minutes. Please leave 5 minutes for questions.

Allocation of student names to topics will be undertaken during the first session. Topics and dates are as follows:

<u>Date</u>	<u>Topic</u>
March 31	The Marketing Concept
April 7	Consumer Behaviour
April 29	Product strategy
May 5	Pricing
May 12	Distribution channels
May 19	Advertising/Promotion
May 25	Marketing Strategy

### Written Essay Two

Topics for this essay will be distributed to the class prior to the Easter break.

### Examination

Details of the examination content and requirements will be communicated during the final scheduled class session on June 2nd, 2006.

## Timetable

A course timetable is attached showing topics for each session. Set readings must be read prior to the scheduled sessions, with students prepared to discuss and critically comment upon the concepts and ideas described. Students must also be adequately prepared to meaningfully participate in class discussions.

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### Course schedule:

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March 3	Introduction	<i>Subject introduction</i>
March 10	Marketing – Some fundamentals	
March 17	History of Marketing & Positivist Theory	
March 24	Relationship Marketing	
March 31	Service Marketing and Marketing in Technology Intensive Markets	<i>Article critiques/presentations</i>
April 7	Value Based Marketing	<i>Article critiques/presentations</i> <b>First Essay due this week</b>
	<b><i>Easter Break</i></b>	
April 29	Branding	<i>Article critiques/presentations</i>
May 5	Measurement of Brand Equity	<i>Article critiques/presentations</i>
May 12	Secondary Associations & Brand Extensions	<i>Article critiques/presentations</i> <b>Second Essay due this week</b>
May 19	Cause Related Marketing	<i>Article critiques/presentations</i>
May 25	Social Marketing	<i>Article critiques/presentations</i>
June 2	Pulling it all Together	<i>Course Review</i>

## **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. To check for opening hours call the office on (04) 463 5376.

### 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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

## **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](http://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](http://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](http://www.vuw.ac.nz/policy/AcademicGrievances).

## **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](http://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](http://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](mailto: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 Coordinator, 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/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto: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](mailto:education@vuwsa.org.nz).

**Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).**

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

**Where:**

Melissa Dunlop  
Programme Coordinator  
Room 109 D  
14 Kelburn Parade: back courtyard  
Ph: (04) 463 6015  
Email: [Maori-Pacific-Mentoring@vuw.ac.nz](mailto:Maori-Pacific-Mentoring@vuw.ac.nz)