

School of Marketing and International Business

MARK 304 THINKING SKILLS IN MARKETING

Trimester 2 ~ 2006

COURSE OUTLINE

Contact Details

Peter November, Senior Lecturer in Business Administration, room 1124 in Rutherford House, telephone: 463-5431, email: peter.november@vuw.ac.nz. Leave an answer phone message if I am not in or a message on my door. In either case give information on how I can contact you.

Class Times and Room Numbers

Each week there will be a seminar from 4.40 to 6.00 pm on Tuesday and Thursday in RLWY 501. Each student will join a discussion group that will meet for one hour each week. In addition I expect to see each student individually at least three times during the course.

Course Objectives

Students will:

1. Have more control over the four main mind states.
2. Generate ideas under a wide range of circumstances.
3. Classify problems and plan an appropriate problem solving strategy.
4. Develop and use their experiential learning skills.
5. Improve their emotional intelligence.
6. Develop a more inquisitive attitude.
7. Have better control of left and right brain functions.
8. Develop a better control over their inner world.
9. Develop higher self-confidence.
10. Handle conflict situations better.
11. Be more effective at thinking reflectively.
12. Use TA to communicate more effectively.

Course Content

This course helps students to develop thinking skills in the marketing work areas of creativity, problem solving, and interpersonal relations; in the psychological areas of self-confidence, emotional intelligence and attitude control; and in the arts of understanding customers and learning from experience.

Readings

All reading material will be provided or made available through the library.

Assessment Requirements

You will be expected to write a personal journal each week throughout this course, relating the course material to your life, reporting on tests of the course material and reflecting on your discussion group work. (This approximates to doing an assignment every week worth about 10% each.) The journal must be available on demand throughout the course and be available at our seminars. I regard the discoveries, thoughts, and reflections that you write in your journal a prime source of knowledge both for you and for other members of the course. You may also be asked to read extracts from your

journal to the class or to let others read part of your journal in class. You will be expected to read and comment on the journals of your discussion group colleagues. However, if you find another person's journal you should not read it but return it to the owner or hand it to me. Your journal is 100% of course assessment.

Expected Workload

The workload expectation for this course is 15 hours of thinking, experimenting and writing per week, over the 12 week period, in addition to seminars and discussion group meetings.

Mandatory Course Requirements

It is ESSENTIAL that you keep up-to-date with the experiments and that you write these up each week in your journal. You might be excluded from seminars if you fall behind.

Communication of Additional Information

Any additional information on this course will be posted on the Marketing notice board in Rutherford House.

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.

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.

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.