



School of Marketing & International Business

MARK 151
Principles of Marketing (Distance)

Trimester Three 2006

COURSE OUTLINE

Contact Details

The course coordinator, Dr. Michel Rod, is located in RH 1126. In the first instance, as with on-campus lecture-based courses, your first point of contact should be the course tutors through the online discussion boards on Blackboard.

Class Times and Room Numbers

As this is a distance course, there are no class times as such.

The final exam for MARK 151 will be during the week of Feb. 12-18, 2007 in rooms on campus to be determined at a later date.

Course Objectives

The main objective of MARK 151 (Summer Trimester) is to provide students with an introduction to marketing principles, theory and practice and the key role it occupies within the economy, organisations and society. Particular emphasis will be placed on the analysis of marketing problems faced by all organisations in New Zealand (commercial, Government, profit and not-for-profit).

Specific objectives

After completing MARK 151, students will have the knowledge and ability to:

- be familiar with commonly used marketing concepts and terminology;
- understand the main marketing tools of products and services, pricing, distribution and communications;
- be aware of social responsibility and ethics, as they pertain to marketing;
- place marketing in New Zealand into a Pacific Basin and global perspective;
- analyse marketing problems associated with the processes involved in making marketing decisions and present coherent solutions to such problems and
- understand and explain processes involved in the preparation of marketing strategies and plans.

These achievement of these objectives will be assessed through completion of posting to the compulsory discussion boards, interactivity exercises, internet exercises, online multichoice tests and a final exam.

Expected Workload.

It is expected that between video lectures, video cases studies, interactivities and assigned reading you should expect to spend at least 5-7 hours per week in reading, discussion board posting and preparation, in addition to thinking about and working on the course material. It is vital that you meet all compulsory assessment according to established dates and times.

Course Content

Note: As this is a distance course, all course content is located on your CDs as well as in Blackboard on the course website. As a quick reference, the course is broken down into 10 modules as follows:

SECTION 1- INTRODUCTION TO MARKETING

Module 1.1 - Creating customer value and building relationships — Fundamental concepts of marketing

Module 1.2 - Strategic marketing planning

Module 1.3 - Marketing opportunities and the market environment

SECTION 2 – UNDERSTANDING MARKETS

Module 2.1 – Market Research

Module 2.2 - Market Segmentation

Module 2.3 - Buyer Behaviour

Module 2.4 - Product planning and pricing

SECTION 3 – MEETING THE MARKET

Module 3.1 - Marketing channels and the supply chain

Module 3.2 – Marketing Communication

Module 3.3 - New Product Development and the Product Life Cycle

Readings

Before your course starts, you should purchase the required text –

Marketing: Creating and Delivering Value, 4/e

Pascale Quester, University of Adelaide

Robyn McGuiggan, Sydney Graduate School of Management

ISBN: 0074712292

Victoria Book Centre manages the sale of the textbook.

For more information, you should contact Elinor Thomas at Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz

An important aspect of learning for MARK 151 is the use of network and web based resources. These include:

- A site dedicated to supporting your use of the textbook:
www.mhhe.com/au/quester4e

Materials and Equipment

Please refer to the appendix at the back of this outline for reference to issues related to the use of the CDs and website associated with MARK 151.

Group Work

There is no group work in MARK 151

Communication of Additional Information

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 Michel Rod, the MARK 151 Course Coordinator, email: michel.rod@vuw.ac.nz.

Using Blackboard

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

Below is an outline of the main menu items in the flexible MARK 151 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 151 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>	Personal tools. Also where you'll find the online Blackboard manual.

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/

Assessment Requirements

Assessment in MARK 151 is comprised of weekly compulsory discussion board postings, 3 internet exercises, and 2 online multichoice tests (each broken into 3 separate parts) prior to a final exam. For details, please refer to the 'Terms Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

Assessment Breakdown

Multichoice tests

Multichoice Test 1 (3 parts) 15% - over a 48 hour period between Dec. 8-11, 2006

Multichoice Test 2 (3 parts) 15% - over a 48 hour period between Jan. 19-22, 2007

Internet exercises

The two highest marks from the three Internet exercises will count

Internet Exercise 1(10%) - due by the end of week 4

Internet Exercise 2(10%) - due by the end of week 6

Internet Exercise 3(10%) - due by the end of week 10

Final examination 50% - during exam week Feb. 12-18, 2007

Penalties

There will be penalties associated with late submission of discussion board postings and internet exercises and are described more in the section below.

Mandatory Course Requirements.

The course requirements for MARK 151 are that you **MUST** contribute to **all** 10 compulsory discussion boards. In addition, much like tutorial attendance on campus, it is a terms requirement that you not post late for more than 2 of these discussions. You should attempt all three internet exercises although only the best two will count towards your final mark. The two online multichoice tests become active for a 48 hour period over 2 specific weekends during the semester. You must sit both of these tests during the prescribed timeframe. Lastly, you must also sit the final examination during examination week. There will be a 2 mark deduction for each day that internet exercises are late.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
Manaaki Pihipihinga Coordinator
Room 210, Level 2
Railway West Wing
Tel. (04) 463 8997
Email: Puawai.Wereta@vuw.ac.nz

Fa'afai Seiuli
Pacific Support Coordinator
Room 109 B
14 Kelburn Parade
Tel. (04) 463 5842
Email: Faafoi.Seiuli@vuw.ac.nz

The Pacific Support Coordinator is also available on the Pipitea Campus, Room 212, Level 2, Railway West Wing, every Thursday, 1-4pm. No appointment is necessary. You can either come in, email or phone with any issue that you need help with. Fa'afai links Pacific students to the services and support they need while studying at Victoria.

APPENDIX

Information for Distance Students 2006

These guidelines have been prepared for distance students enrolled in MARK 151. **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, which you can obtain by going to the Apple site (<http://www.apple.com/quicktime/download/>).

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.
eg 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 top of any SCS webpage.

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

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

via Phone - available 8.00am-5.30pm weekdays (except during a staff meeting 3.00pm-4.00pm on Thursdays).
(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. Throughout the course, you will see various video clips, interactivities, and other files from the CDs or your DVD. In order to access these files, then you should:
 1. Minimise the Blackboard window
 2. Double-click on the My Computer Icon
 3. Double-click on your CD/DVD 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)

Open **m1_1_1.mov** on your CD or DVD

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 at <http://www.macromedia.com/software/shockwaveplayer> Please 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 <http://www.microsoft.com/downloads/details.aspx?FamilyID=7C404E8E-5513-46C4-AA4F-058A84A37DF1&displaylang=EN> Please copy the url into a new internet explorer window"**.

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.

Library Services

Look at the library website to see what the library offers for distance students

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

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.

Submitting Internet Exercises

Please follow the guidelines below when submitting your three internet exercises:

Electronic Submission

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 in Blackboard for more information.