

School of Marketing and International Business

MARK 261 MARKETING MANAGEMENT

Trimester Two 2007

COURSE OUTLINE

Contact Details

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In the first instance, as with on-campus lecture-based courses, your first point of contact should be the course tutor(s) through the online discussion boards on Blackboard.

Class Times and Room Numbers

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

The final examination for MARK 261 will be during the weeks of 15 October – 11 November in rooms on campus to be determined at a later date.

Course Objectives

Marketing Management is a strategic function within the firm requiring skills in market analysis, identifying fundamental shifts in customer needs and buying patterns, and crafting key elements of the marketing mix into a coherent marketing strategy. This course develops both theoretical and applied aspects of formulating and implementing marketing strategies for products and services in different marketing environments. Central to the development of marketing strategies is an understanding of market definition and an analysis of demand.

Students of this course will also become familiar with essential financial terms in analysing marketing opportunities. It is almost always necessary to determine the economic consequences of alternative courses of action, or of alternative sets of assumptions, in the analysis of a marketing opportunity and the development of marketing strategies.

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

1. Explain and apply marketing concepts underlying strategic marketing and tactical marketing.
2. Identify underlying factors that must be considered in developing a marketing strategy.
3. Apply techniques for undertaking strategic market analysis and formulating marketing strategies and marketing mix programs.
4. Apply financial problem-solving techniques to marketing opportunity analysis.

The achievement of these objectives will be assessed through completion of posting to the compulsory discussion boards, interactivity exercises, assignments and a final exam.

Course Text

The required course text for MARK 261 is:

J P Gultinan, GW Paul and TJ Madden, Marketing Management Strategies and Programs, 6th edition, McGraw-Hill, 1997 or 2003.

Victoria Book Centre has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz

Expected Workload

It is expected that between video lectures, video cases studies, interactivities and assigned reading you should expect to spend at least 10-15 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

As this is a distance course, all course content is located on your DVD as well as in Blackboard on the course website

Materials and Equipment

Please refer to the appendix at the back of this outline for reference to issues related to the use of the CD/DVD and website associated with MARK 261.

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 Sarena Saunders, the MARK 261 Course Coordinator, e-mail: Sarena.Saunders@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 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>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>	Here you will find a copy of the course outline for MARK 261.
<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 261 is comprised of weekly compulsory discussion board postings and 3 assignments prior to a final examination. For details, please refer to the 'Mandatory Course Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

Assessment Breakdown

Assignments

Situational Analysis Part A	Due	Thursday 9 th August	20%
Situational Analysis Part B	Due	Thursday 13 th September	20%
Marketing Strategy Paper	Due	Thursday 4 th October	20%
Final examination		15 October – 11 November 2007	40%

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 261 are that you **MUST** contribute to **all** 10 compulsory discussion boards. In addition, much like tutorial attendance on campus, it is a mandatory requirement that you not post late for more than 2 of these discussions. Students must submit all of the three pieces of assessment. Students must also sit the final examination during examination week.

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.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.

APPENDIX

Information for Distance Students 2007

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, 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.
