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## School of Marketing & International Business

### MARK 101 PRINCIPLES OF MARKETING

Trimester One 2008

### COURSE OUTLINE

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#### Contact Details

Lecturer:

Dr. Peter November  
Room 1102 Rutherford House  
Phone 463-5431, ext. 5431  
[peter.november@vuw.ac.nz](mailto:peter.november@vuw.ac.nz)

I will be available on the Kelburn Parade bridge for discussions/interviews at times that I will advertise in class but always 11.00 to 11.50 on Tuesday and Thursday. Since my office is on the Pipitea campus near the Railway Station, if you want to have a discussion with me, it is best to meet me when I am on the Kelburn Campus on Tuesday and Thursday.

Course Administrator:

Helen Hynes  
Room 129 Easterfield Bldg  
Phone 463-6675, ext. 6675  
[helen.hynes@vuw.ac.nz](mailto:helen.hynes@vuw.ac.nz)

#### Class Times and Room Numbers

Students attend lectures in one of two lecture streams:

	Day	Time	Room	STREAM
(A)	Tuesday	8.00-8:50 <i>26<sup>th</sup> Feb &amp; 4<sup>th</sup> March</i> 9.00-9:50 <i>other weeks</i>	Maclaurin MC LT103	'A' - 10047
	Thursday	8.00-8:50 <i>28<sup>th</sup> Feb &amp; 6<sup>th</sup> March</i> 10.00-10.50 <i>other weeks</i>		
(B)	Tuesday,	10.00-10.50	Kirk KK LT303	'B' - 8507
	Thursday	12.00-12.50		

Please ensure that you attend your allocated stream. If this results in timetable clashes or incompatibility with other commitments, then see the course administrator who will assign you to another stream provided you have some evidence in support of your reason for seeking a change.

You will attend a virtual tutorial by logging on to a small discussion group each week.

There will be a final examination scheduled during the 5<sup>th</sup> June – 25<sup>th</sup> June 2008 mid year examination period.

### Course Objectives

An introduction to the study of marketing and its role in developing a strategic customer/client focus within commercial, public sector and not-for-profit organisations.

### Specific objectives

After completing MARK 101, students will have the knowledge and ability to:

- use marketing concepts and terminology
- understand the main marketing tools of product, price, communication and distribution
- be aware of social responsibility and ethics, as they pertain to marketing
- analyse marketing problems and
- apply this analysis to prepare marketing strategies and plans.

Course Content		
Introduction		Your work
26 Feb	1. Course Introduction + History of Marketing	
28 Feb	2. History of Marketing	Interview
<b>Marketing analysis</b>		
4 Mar	3. Market identification	Interview
6 Mar	4. Market size	Interview + posting 1
11 Mar	5. Market dynamics	Interview
13 Mar	6. Buyer behaviour	Interview + posting 2
18 Mar	7. The supplier	Interview
20 Mar	8. The marketing environment 1	Interview + posting 3
<b>Easter</b>		
27 Mar	9. The marketing environment 2	Interview + posting 4
1 Apr	10. Marketing research	Interview
<b>Marketing decisions</b>		
3 Apr	11. Marketing Management and the Marketing Mix	Interview + posting 5
8 Apr	12. Product Range and New Product Development	Interview
10 Apr	13. Product specification	Interview + posting 6
<i>Mid-term break – No lectures during Weeks commencing 14<sup>th</sup> April and 21st of April</i>		<i>Relaxing</i>
29 April	14. Pricing	Interview
1 May	15. Communications tools 1	Interview + posting 7
6 May	16. Communications tools 2	Interview

8 May	17. Communications tools 3	Interview + posting 8
13 May	18. Communications tools 4	Interview
15 May	19. Communications tools 5	Interview + posting 9
20 May	20. Delivery and After Sales Service	Interview
<b>Applications of marketing</b>		
22 May	21. B2B and B2C	Interview + posting 10
27 May	22. Profit and not-for-profit	Interview conclusion
29 May	23. Review for Examination	Hand in interview work

5<sup>th</sup> - 25<sup>th</sup> June **FINAL EXAMINATION**

### **Expected Workload**

MARK 101 should generally involve up to 8-10 hrs per week of work which includes attending lectures (2 hours), electronic tutorials (1 hour), working on your assignment interviews (1 hour) and going over lecture material (4-6 hours).

### **Readings**

There is no prescribed text for the course. Regrettably, textbooks have become standardised and miss some of the topics which we will be covering. You should therefore aim to attend every lecture and make a comprehensive set of notes for yourself. If you wish to buy a book either new or second-hand you should check that it is suitable with Peter or Helen. Many texts are suitable.

### **Assessment Requirements**

#### *Discussion postings (20 marks)*

You will be assigned to an electronic discussion group. In each lecture I cover a range of topics and will illustrate the material with examples. After each lecture you will have the opportunity to illustrate the lecture material yourself with examples from your own life. Each week you will be expected to post an illustration of a topic from that week's lecture material (from either lecture) in the electronic discussion board allocated to your discussion group. This is a group of about 18 students and a tutor.

We want a good variety of illustrations so it is important that your posting is different from the postings of others – so check through the current postings first. Post ten illustrations at the rate of one a week starting in the second week. Try to get your posting done as early as possible in the week. The deadline for postings is midnight on the Friday of each week.

#### *Assignment – a marketing research project (30 marks)*

There will be one major assignment during the course. This assignment is designed to help you develop the central skill of a marketing practitioner – understanding customers by asking questions. A secondary purpose is to build relationships with other class members.

You need to prepare for this assignment by buying a standard exercise book. You will write the entire assignment in this book. It involves interviewing twenty members of the course over the duration of the course. That works out at about one interview per lecture and you should aim to work at that rate. That is, you should aim to meet and interview someone new at virtually every lecture you attend.

The book is divided into three parts: introduction, interviews and conclusion.

- I. The introduction is on the first page and covers:
  - a. Your name, phone number, email address, country in which you were educated and main interests.
  - b. Your target product.
  - c. Five to seven questions you intend to ask. Be aware that you might modify these questions in the light of experience.
- II. The interview section covers the record of each interview you conduct.
- III. The conclusion is an overview and generalization of your findings from the interviews and is written at the end of the course.

You are free to select any product as the target for your interviews. Find a product that students at University are likely to purchase, for example cell phones, cell phone services, batteries, hair cuts, clothes, footwear, accommodation, foreign travel, textbooks, pizzas and other fast food, entertainment of various kinds, music, computers and computer related products. During your interview with your colleague, ask questions that a typical marketing researcher might ask in order to get an understanding of why and how people set about buying your target product. Clearly twenty interviews will not give you a statistically significant set of responses but that is not the objective. We are simply getting you into the questioning frame of mind and giving you some experience in trying to understand customers.

Each interview should be divided into the following sections in your work book:

1. Time and place of interview.
2. Background on the person (copied from the first page of their interview book).
3. Questions and answers about your target topic.

Finding people to interview will be easy because each time you interview a person, they will also interview you. The process is cooperative and conducted in pairs. If you cannot conduct the interview just after the lecture, fix a time with the person to meet later in the day – for coffee or lunch, and do the interviewing then. Write the results directly into your book and don't worry too much about the quality of your handwriting or spelling – it is a work book. What matters is getting the material down. You can take more care over the conclusion.

You need to aim at getting a good cross-section of people. Aim to interview ten males and ten females. Also try for about ten international students and ten from New Zealand.

I will be conducting twenty interviews and writing them up in my exercise book so you can regard me as an interview target in the same way as your student colleagues. Tutors are not included in the interview process but they can give you advice. You can read my work any time you wish and I might request to see yours too.

More information will be given on this assignment in lectures. (30 marks)

### *Examination (50 marks)*

At the end of the course there will be a two hour open book examination in which you will be given a single marketing problem which will test your abilities in the five course objectives.

	<b>Proportion of final grade for course</b>	<b>Relevant date/time</b>
<b>Discussion postings</b>	20%	Each week
<b>Interview assignment</b>	30%	Thursday 29 May in class
<b>Final examination</b>	50%	in period 5 June – 25 June

As the trimester proceeds, all relevant assessment grades will be posted on the MARK 101 Blackboard site alongside your ID number so that you can keep track of your progress.

### **Mandatory course requirements**

To pass the course, you must obtain at least 50 marks.

### **Communication of Additional Information**

All important information regarding the course will be posted in Blackboard on the MARK 101 website.

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### **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 on the ground floor (EA005). This counter is the first point of contact for :

- 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 <http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website [www.victoria.ac.nz/fca](http://www.victoria.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](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.