

School of Marketing and International Business

## **MARK 401 ADVANCED MARKETING MANAGEMENT**

Trimester One 2008

### **COURSE OUTLINE**

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#### **Contact Details**

The Course Co-ordinator is:

Ashish Sinha (RH 1120, Ph: 463 6953) Email: [ashish.sinha@vuw.ac.nz](mailto:ashish.sinha@vuw.ac.nz)

Other staff within the School may 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.

#### **Class Times and Room Numbers**

Sessions will be held in RWW 315 on Thursday morning commencing on Feb 28, 2008 at 8:30 AM.

#### **Course 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 Content**

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 course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. 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.

### **Expected Workload**

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.

### **Group Work**

At the end of the course, students will be asked to rate their group members to assess each members input in the group work. The lecturer reserves the right to alter group work marks based on this information.

### **Readings**

Readings will be provided by the lecturer.

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. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

### **Assessment Requirements**

#### ***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 judgements by course lecturers.

Mark allocations for each assessment component are:

Written essay	20%
Written article critique	20%
Verbal article critique presentation	5%
Class preparation and contribution	10%
Weekly Submission (5 submissions)	10%
Class Presentation	5%
Final examination	30%
<b>TOTAL</b>	<u>100%</u>

### ***Written Essay One***

Individually write an essay of up to 2000 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 synonymous with Relationship Marketing'. Discuss.

**Due date for essay: Friday April 11**

### ***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:

- ❖ 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.

### ***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 Thursday morning. 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 and 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.**

## ***Article Critiques***

Each student is required to provide a synopsis of one journal article pertaining to the selected topic under consideration. The synopsis should provide a **summary** and a **critique** of the article. Word limit for the critique is 2000. 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 co-ordinator no later than twelve days prior to the scheduled Friday presentation. The article will then be reviewed by the course co-ordinator 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 a period of 10 minutes. Please leave 5 minutes for questions at the end.

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

<b><u>Date</u></b>	<b><u>Topic</u></b>
March 27	The Marketing Concept
April 3	Consumer Behaviour
April 10	Product strategy
May 1	Pricing
May 8	Distribution channels
May 15	Advertising/Promotion
May 22	Marketing Strategy

It is each student's responsibility to circulate the copies of their chosen articles to their peers. If a hard copy of the article is available then the instructor can be asked to make copies of the same. For an online version of the article, only a link to the website should be circulated. Please do not send the file, as doing so is a violation of the copyright laws.

### **Penalties**

A 5% penalty will be incurred for every day of late submission.

### **Mandatory Course Requirements**

Students must obtain at least 50% in the final examination, and 50% overall, to obtain a pass grade for this course.

## **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.

## **Notice of Turnitin Use**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the School, handwritten work may be copy typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

## **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.

## 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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Feb 28	Introduction	<i>Subject introduction</i>
March 6	Marketing – Some fundamentals	
March 13	History of Marketing & Positivist Theory	
March 20	Relationship Marketing	
March 27	Service Marketing and Marketing in Technology Intensive Markets	<i>Article critiques/presentations</i>
April 3	Value Based Marketing	<i>Article critiques/presentations</i>
April 10	Brand Marketing	<i>Article critiques/presentations</i> <b>First Essay due this week</b>
	Break	
May 1	Brand Marketing :- Measurement of Brand Equity	<i>Article critiques/presentations</i>
May 8	Brand Marketing:- Secondary Associations & Brand Extensions	<i>Article critiques/presentations</i>
May 15	Cause Related Marketing	<i>Article critiques/presentations</i>
May 22	Social Marketing	<i>Article critiques/presentations</i>
May 29	Pulling it all Together	Course Review