

School of Marketing and International Business

MARK 151: PRINCIPLES OF MARKETING (DISTANCE)

Trimester Two 2008

COURSE OUTLINE

Names and Contact Details

The course coordinator, Mr. Aaron Gazley, is located in RH 1103. Your first point of contact should be through the online discussion boards on Blackboard.

Trimester Dates

Monday 7 July to Saturday 8 November 2008. There is a mid-trimester break from 7 August to 31 August. The University is closed during this and the discussion boards will not be checked.

Class Times and Room Numbers

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

The final examination for MARK 151 will be held at Victoria University sometime between the 17th of October and the 9th of November 2008 in rooms at the Wellington campus to be determined at a later date. It is possible to sit the exam away from Wellington but you will have to pay the cost in doing so (generally around \$120). The person in charge of organising this is the Commerce Exams Coordinator Bun Wong - Bun.Wong@vuw.ac.nz

Course Content

Note: As this is a distance course, all course content is located on your DVD 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

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>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.
<i>Feedback</i>	Where you give your anonymous feedback for the course.

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/

Course Objectives

The main objective of MARK 151 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.

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 mandatory course assessments according to established dates and times.

Readings

Before your course starts, you should purchase the required text – *Marketing: Creating and Delivering Value, 5th Australasian Edition, Quester et al*, McGraw Hill 2007.

Victoria Book Centre manages the sale of the textbook.

For more information, you should contact 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 DVD and website associated with MARK 151.

Assessment Requirements

Assessment in MARK 151 is comprised of weekly compulsory discussion board postings, 3 Internet exercises, and 2 online multi-choice tests (each broken into 3 separate parts) prior to a final examination. For details, please refer to the ‘Terms Requirements and Assessment’ section of the ‘Assessment’ folder in Blackboard.

Assessment Breakdown

Multi-choice tests

Multi-choice Test 1 (3 parts) 15% - over a 48 hour period between 2nd – 4th August 2008

Multi-choice Test 2 (3 parts) 15% - over a 48 hour period between 20th -22nd September 2008

Internet exercises

Internet Exercise 1(10%) – due by Friday 25th July, at 8pm

Internet Exercise 2(10%) - due by Friday 8th August, at 8pm

Internet Exercise 3(10%) - due by Friday 3rd October, at 8pm

Final examination

Final examination (40%)

Students with examinations are obliged to be present at university until the end of the examination period. **Examination dates for trimester two:**

Friday 17 October to Saturday 8 November 2008.

Penalties

There will be a 2 mark deduction for each day that Internet exercises are submitted late.

Mandatory Course Requirements

The course requirements for MARK 151 are:

- Contribute to **all** 10 compulsory discussion boards and you must not post late for more than 2 of these discussions.
- Complete all three Internet exercises.
- Complete both of the online multi-choice tests during the prescribed timeframe. These become active for a 48 hour period over 2 specific weekends during the semester.
- Sit the final examination during the examination week.
- Achieve at least 40% in the final examination.

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 Aaron Gazley, the MARK 151 Course Coordinator, email: aaron.gazley@vuw.ac.nz.

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.

Use of Turnitin

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 Head of 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 www.victoria.ac.nz/home/about/policy/students.aspx

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

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

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 students or staff.

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

Note: including the work of others will not be considered plagiarism as long as the work 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:

www.victoria.ac.nz/home/studying/plagiarism.html

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@yvu.ac.nz or phone (04) 463 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@yvu.ac.nz or phone (04) 463 5842.

APPENDIX

Information for Distance Students 2008

These guidelines have been prepared for distance students enrolled in MARK 151. **It is important that you read them thoroughly as they contain crucial information.**

Step-by-Step How to Get Started

1. Please put the DVD into your Drive. If the 'What do you want Windows to do' pops up – just click cancel.
2. Open up the DVD.
3. Copy the application MARK151_application.exe icon onto your desktop or into your programs folder. If you experience any messages just click cancel.
4. Start the application (double click the MARK151_application icon). We would advise enlarging the screen using the maximise button.
5. Click on the 'Getting Started' button which is above the image of the lecturer.
6. Follow the instructions in Getting Started and watch all the introductory videos. Please follow all instructions (including clicking the 'Access Blackboard' button – see below – plus 'Key Dates' and 'Announcements').

Logging into Blackboard:

Log on using your SCS username and password.

a. **SCS username**

The *username* is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short 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*.

- 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

7. Once you have completed the 'Getting Started' section please begin the course. Module 1.1 is in Section 1: *Introduction to Marketing*. You access it by clicking the *Customer* button near the top left corner.

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.