

School of Marketing and International Business

## **MARK 211 MARKETING MANAGEMENT**

Trimester Two 2008

### **COURSE OUTLINE**

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#### **Name and Contact Details**

**Micael-Lee Johnstone**

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Level 11 – Rutherford House  
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**Office Hours:**

Tuesday 11.00am – 12.00pm  
Friday 11.30am – 12.30pm

Please email me if you need to make an appointment outside my office hours.

#### **Trimester Dates**

Monday 07<sup>th</sup> July to Saturday 08<sup>th</sup> November 2008

#### **Lecture Times and Room Numbers**

Tuesday	8.30am – 10.20am	RH LT1
Friday	10.30am – 11.20am	RH LT1

Commencing 08<sup>th</sup> July 2008

#### **Course Content**

Marketing Management focuses on strategic issues within an organisation – the overall goal is to create exchanges that satisfy the target market as well as the organisation's objectives. This involves conducting market analysis, identifying fundamental shifts in customer needs and buying patterns, creating and delivering customer value, understanding stakeholders' needs and the market environment, managing the marketing mix, and implementing marketing strategy. Central to the development of marketing strategies is the ability to assess the organisation's strengths, identify opportunities and threats, and understand market demand.

Refer to pages 8-9 for the Lecture/Tutorial schedule.

## Course Objectives

Upon completing this course students should be able to:

- (1) Explain and apply marketing concepts to strategic marketing planning.
- (2) Identify essential factors that should be considered when developing a marketing strategy.
- (3) Manage the marketing mix and its constituent parts.
- (4) Apply financial problem-solving techniques to marketing opportunity analysis.
- (5) Produce a marketing plan.

## Tutorials

The preparation of tutorial material is an essential part of MARK 211. A tutorial list will be posted on the notice board in Rutherford House during the second week of lectures, and in the Tutorials folder on Blackboard. Tutorials will commence in **Week 3**, the week beginning **21 July 2008**. Students are expected to spend on average one to two hours a week preparing for tutorials.

## Expected Workload

Students should generally spend up to 14-15 hours per week on MARK 211, which includes lecture and tutorial attendance, reading the course material, and working on assignments. Here is a provisional breakdown:

	<u>Hours</u>
Class & Tutorial Attendance	3-4
Reading & Study	3-4
Tutorial Preparation	2
Course Projects	4-5

## Readings

The Prescribed textbook for MARK 211 is:

Best, Roger J. (2009), *Market-Based Management: Strategies for Growing Customer Value and Profitability*, 5<sup>th</sup> Ed., Pearson Prentice Hall.

The Recommended text is:

Alsem, Karel Jan, (2007), *Strategic Marketing: An Applied Perspective*, McGraw-Hill.

Additional resources, including the books above, have been placed on Closed Reserve. Take a look at the Course Reserve list on the library site: <http://www.victoria.ac.nz/library/>

The prescribed and recommended texts can be purchased from VicBooks. For study purposes, you are strongly recommended to take notes from both books.

It is particularly important that you read the assigned chapters **before** attending workshops and tutorials. Advanced preparation and participation will play a vital part in achieving the course objectives.

## Group Work

Assignments 1 & 2 involve group work. Please refer to the table below to see how the marks will be allocated. Students will be assigned to a group (3-4 per group) in Tutorial 1. If a group experiences difficulties with their group work, students should first approach their tutor to try to resolve these differences. The group, or individuals from the group, will be counselled by the tutor on the procedures open to them to resolve the group's problems.

The procedure to be followed is:

- 1) Students should try to resolve the problems within the group first, before approaching anyone else.
- 2) Students should meet with their tutor to try to resolve their differences.
- 3) The tutor will arrange for students to meet with the Course Coordinator who will endeavour to resolve the problems.

Steps 1 to 3 must be completed before the assignment is handed in. In circumstances where outstanding issues are not resolved, step 4) will be implemented.

- 4) Students must complete a 'Peer Assessment' form, available from the Course Coordinator, and this must be submitted before the assignment marks are released.

If there are differences in the peer assessment forms, the student(s) will be required to meet with the Course Coordinator/lecturer, and anyone else deemed appropriate to discuss the discrepancy. A differential allocation of the grade may be an outcome of this process.

## Assessment

No.	Assignment	%	Due Date
1	Strategic Analysis Report (PART A) – Group project (Groups will be assigned in tutorial 1) – 10% shared group mark.	10	Friday 15 <sup>th</sup> August 2008, 10am
2	Marketing Pitch – Group presentation (5% shared group mark & 10% individual performance)	15	Monday 08 <sup>th</sup> September – Friday 12 <sup>th</sup> September
3	Strategic Marketing Plan (PART B) – Individual assignment	20	Monday 29 <sup>th</sup> September 2008, 4pm
4	One Creative Campaign Concept – Individual assignment ( <i>to be attached to the Strategic Marketing Plan</i> )	5	Monday 29 <sup>th</sup> September 2008, 4pm
5	Exam (External assessment)	50	TBA
		100%	

## Brief Description

*A more detailed outline of the following assignments, and how each assignment will be assessed will be provided in class.*

### 1 The Strategic Analysis Report – PART A – Group Project 10%

Part of the marketing planning process involves identifying and justifying an appropriate opportunity for your organisation, in order for your firm to grow. Before doing this, you must understand the organisation's current product portfolio, its customers, competitors and the market environment. A secondary objective of this assignment is to provide students with formative feedback on their progress to-date, which can then be used to develop the final strategic marketing plan.

### 2 Marketing Pitch - Group Presentation 15%

The group presentation will test students' research and analytical skills, as well as their creative thinking, and presentation skills. This project is a continuation of assignment one. Each group will present (pitch) their recommendation to a panel of judges. Up to 5% of the marks (5/15) will be based on the group's performance (shared mark), and up to 10% of the marks (10/15) will be based on the individual's performance (individual mark).

### 3 The Strategic Marketing Plan – PART B – Individual Assignment 20%

Using the same business idea (or modified idea), assignment three concentrates on your recommendations and what you think the organisation should do over the next *24 months*. The strategic marketing plan includes PART A (a revised strategic analysis) but more emphasis is placed on the implementation aspect of the marketing plan. PART B needs to detail the appropriate marketing objectives, strategies and programmes.

### 4 Creative Campaign Concept – Individual Assignment 5%

Based on the content contained in the marketing plan, a campaign concept is developed. This not only tests students' creative skills but also their understanding of fundamental marketing concepts. Do they understand their brand, their consumer, and their positioning strategy?

### 5 Final Examination 50%

The final examination will account for 50% of the student's overall mark. Students will be notified about the format of the examination during the last week of lectures. The exam will draw upon a range of material: lectures, tutorials, readings, and assignments. In the meantime, some additional information has been provided below:

- Closed book examination
- Consists of multi-choice questions and essay/case study-type questions
- Silent, non-programmable calculators will be permitted

## Assessment Information & Penalties

Writing guidelines: Writing Guidelines will be available on Blackboard. Please familiarise yourself with these.

Handing in assignments: Post **ALL assignments** in the marketing assignment box labelled MARK 211: Marketing Management located in Rutherford House on the mezzanine level by **the due date and due time**. The box will be emptied **5 minutes after the due time**. Students must also submit their work to Turnitin. Instructions will be provided in class. **NOTE:** Any

work received after the due time will be deemed late and incur penalties. In order to pass this course, students must complete ALL pieces of internal assessment.

Late assignments: Assignments received after the deadline will have 10% deducted from the available grade, per day. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. However, assignments received 7 days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course.

**Secondly, late assignments must be date stamped and signed-in by the 11<sup>th</sup> floor reception staff. Do NOT slide them under doors or put them into the box after the due date.**

Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 211 Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached (consult the course outline for the person responsible). Extensions need to be arranged before the due date.

Word Count: Clear word count limits and/or page limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **5% for every 400 words and/or page** over the limit.

Dissemination of Grades: **At the end of the semester**, all internal assessment marks will be displayed on Blackboard. All students are requested to check these – any discrepancies should be reported to the Course Coordinator as soon as possible.

## **Mandatory Course Requirements**

- In order to pass this course, students must complete ALL pieces of internal assessment (1-4):
  1. A strategic analysis report
  2. Marketing pitch – group presentation
  3. A strategic marketing plan
  4. Creative campaign concept
- Attain a minimum grade of 40% in the final exam.

To meet mandatory course requirements students must submit ALL pieces of internal assessment. Students must also achieve a composite mark of at least 50% of the total marks, i.e. 50/100. Failure to meet these requirements will jeopardise your ability to pass the course.

## **Communication of Additional Information**

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 211 Blackboard announcements and/or communicated through e-mail. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your SCS username and student ID. Click on the MARK 211 course heading under My Courses.

It is up to you to make sure that you check Blackboard on a regular basis. The lecturer and tutors cannot be held responsible if you do not check the notices or the various Discussion Boards frequently.

### **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](http://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](http://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](http://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@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.

### **Disclaimer**

While every effort has been made to ensure that the information contained in this document is accurate, the information is subject to change. Changes will be notified in class, on Blackboard, and/or tutorials. Students are encouraged to check notice boards, Blackboard, etc for any changes. It is your responsibility to be informed.

## Lecture/Tutorial Schedule

Week	Lecture	Topics & Key Issues	Readings this week
1	Tues 8 July 1	<b>Course Overview</b> <ul style="list-style-type: none"> <li>▪ Course objectives</li> <li>▪ Assessment</li> <li>▪ Overview of strategic marketing planning</li> </ul>	Chapter 14 Best Chapter 1 Alsem
	Fri 11 July 2	<b>Branding Overview</b>	
2 <i>Assignments 1 &amp; 2 will be handed out in lectures.</i>	Tues 15 July 3	<b>Mission &amp; Vision Statements</b> <b>Market Definition</b> <b>Defining the Market</b>	Chapter 3 Best Chapter 2 Alsem
	Fri 18 July 4		
3 <b>Tutorial 1</b>  Tutorial booklets will be handed out & groups will be assigned.	Tues 22 July 5	<b>Customer Analysis</b> <b>Market Segmentation &amp; Segmentation Strategies</b>	Chapter 5 Best Chapter 4 Alsem
	Fri 25 July 6		
4 <b>Tutorial 2</b>	Tues 29 July 7	<b>Competitor Analysis</b> <b>Industry Analysis</b> <b>Distribution Analysis</b>	Chapter 6 Best Chapter 5 Alsem Chapter 7 Alsem
	Fri 01 Aug 8	<b>Forecasting</b>	pp.159-173 Alsem
5 <b>Tutorial 3</b>  Tutors will have office hours this week. Check Blackboard.	Tues 05 Aug 9	<b>SWOT Analysis</b> <b>Corporate Strategy &amp; Portfolio Analysis</b>	Chapter 9 Alsem pp.174-198 Alsem
	Fri 08 Aug 10	<b>Portfolio Analysis &amp; Strategy</b>	Chapters 11, 12, 13 Best
6	Tues 12 Aug 11	<b>Portfolio Analysis &amp; Strategy</b> <b>Marketing Objectives</b>	Chapters 11, 12, 13 Best pp.215-225 Alsem
	Fri 15 Aug	<b>Group Assignment (Assignment 1) due Friday 15<sup>th</sup> August, 10am</b> in the MARK211 assignment box on the Mezzanine Floor of Rutherford House & electronically to Turnitin.	
	Fri 15 Aug 12	<b>Positioning &amp; Branding</b>	Chapter 7 Best pp.226-246 Alsem
<b>7 &amp; 8</b>	<b>18/08 – 31/08</b>	<b>Mid-trimester Break</b>	



9	Tues 02 Sept 13	<b>Retailing</b>	
	Fri 05 Sept 14		
10	Tues 09 Sept 15	<b>Pricing Strategies &amp; Tactical Planning</b>	Chapter 8 Best Chapter 11 Alsem
	08/09 – 12/09	<b>Group Presentations (Assignment 2)</b> <b>Mon 08<sup>th</sup> – Fri 12<sup>th</sup> Sept</b>	
	Fri 12 Sept 16	<b>Pricing</b>	
11	Tues 16 Sept 17	<b>Distribution Strategy &amp; Tactical Planning</b>	Chapter 9 Best Chapter 11 Alsem
	Fri 19 Sept 18	<b>Integrated Marketing Communication (IMC) Strategies</b>	Chapter 10 Best Chapter 11 Alsem
12	Tues 23 Sept 19	<b>IMC Strategies &amp; Tactical Planning</b>	Chapter 10 Best Chapter 11 Alsem
	Fri 26 Sept 20	<b>Implementation &amp; Control</b>	pp.453-461 Best Chapter 12 Alsem
13	Mon 29 Sept	<b>Individual Assignment (Assignments 3 &amp; 4) due Monday 29<sup>th</sup> September, 4pm</b> in the MARK211 assignment box on the Mezzanine Floor of Rutherford House & electronically to Turnitin.	
	Tues 30 Sept 21	<b>Business ethics</b>	
	Fri 03 Oct 22	<b>Business ethics</b>	
14	Tues 07 Oct 23	<b>Course Overview</b>	
	Fri 10 Oct 24	<b>Workshop</b> Reviewing the numbers <b>Workshop</b> Preparing for the exam	
	TBC	<b>Exam</b>	

**Note: This is a tentative outline. If changes occur, notifications will be posted on Blackboard and/or mentioned in class.**