



Victoria Management School

## MMBA 518 Marketing Management

Trimester 2 ~ 2008

### COURSE OUTLINE

#### Contact Details

Course Co-ordinator:  
David Stewart, MBA, MA, BA(Hons), Dip Teach  
Office: Rutherford 907  
Email: David.Stewart@vuw.ac.nz  
Telephone: 463-5150 Fax: 463-5253

#### Class Times and Room Numbers

Wednesday	17:40 – 19:30
Lecture Theatre	GBLT 2

**Trimester Dates:** Monday 7 July to Saturday 8 November 2008. The course has a final examination, to be held in the period of 17 October to 8 November 2008.

#### Course Objectives

MMBA 518 presents an overview of the Marketing process and the key Marketing Management decisions in the areas of product and service policy, pricing, promotion, and distribution. Particular emphasis will be placed on the development of analytical approaches to Marketing in the New Zealand context.

On completion of MMBA 518, Course Participants should be able to:

1. Analyse marketing problems in terms of the set of influences acting on a Marketing decision-maker.
2. Provide a conceptual framework within which both the marketing management function and linkages to other functional areas can be understood.
3. Apply marketing concepts to current problems and opportunities faced by private and public sector organisations.
4. Consider marketing practice themes across industry types (fastmoving consumer, consumer durables, financial services, other services, business to business).

#### Course Content

The course will consist of lectures and class discussion sessions, case-study analysis and written assignments. It is particularly important that you read assigned material **before** attending each lecture and tutorial. Advance preparation and participation in class discussions play a vital part in your reaching the objectives for the course.

You are expected to spend an average of 10 hours per week on the various activities associated with MMBA 518. An indicative breakdown of how this time will be spent, per week, is as follows:

	<u>Hours</u>
Class time	2
Reading	2
Case Preparation	2
Project	4
Total	<hr/> 10

### Readings

The recommended textbook for MMBA 518 is Philip Kotler & Kevin Lane 'Marketing Management' Prentice Hall, 2006, 12th edition.

Additional materials such as readings, etc. will be made available to Course Participants during the Course.

### Materials and Equipment

It is expected that all assignment submissions will be prepared on white bond paper using PC technology and submitted in hard copy. All other assessment materials will be supplied. The final examination will require hand-written responses to questions to be submitted in a VUW examination booklet.

### Assessment Requirements

Mark allocations for each assessed component are:

#### **Case Studies:** **25%**

You are required to write a business style response to questions outlined at the end of each case study. The relevant case study will be made available in class the week before the assignment is due. There are seven case studies in total, but the best five grades will be counted towards your final grade. Please prepare two copies of your assignment and hand one in before the beginning of the class.

#### **Marketing Report** **25%**

The objective of the report is to develop marketing analytic skills by assessing a marketing problem. Working in groups of 4 – 5, you will examine a marketing problem by utilising concepts and theories outlined in class and making suitable recommendations. The 5,000 word document is due on *Wednesday, 8 October 2008*. Further details of the project will be discussed in class.

#### **Final Examination** **50%**

*Final Examination Period: 13 October – 8 November 2008*

### Penalties

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the total marks available per day of lateness. Assignments more than one week late will not be accepted. A "zero" mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should discuss waiver of the penalty with the course co-ordinator prior to the deadline date.

### Mandatory Course Requirements

To mandatory course requirements, students are required to attend classes, submit five out of seven case studies, fully participate in developing and submitting the written marketing project, and achieve at least fifty percent of the total marks available for term work.

### *Passing the Course*

In order to pass this course, students are required to obtain at least forty percent of the final examination marks available, and obtain at least fifty percent of the overall course marks available.

### **Individual Work**

While the Victoria MBA programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignment before it has been marked.

### ***Victoria MBA Grading Standards are as follows:***

#### Excellent Category

A- (75 – 79%) to A (80 – 84%) to A+ (85% and above): The learning is demonstrated to a very high level of proficiency, i.e. it is at a standard that makes it exceptional at Master's level.

#### Very Good Category

B+ (70 – 74%): The learning is demonstrated at a high standard. Students have reached a level that clearly exceeds “competency”.

#### Good Category

B (65 – 69%): The learning is clearly demonstrated without being exceptional in any way. Students can be thought of as fully competent.

#### Satisfactory Category

B- (60 – 64%): The learning is demonstrated without being exceptional in any way. Students can be thought of as competent.

#### Marginal Category

C (50 – 54%) to C+ (55 – 59%): The learning is demonstrated to a minimally acceptable level. There may be flaws but these are not serious enough to “fail” the student.

#### Unsatisfactory / Failure Category

E (0 – 39%) to D (40 – 49%): The learning is absent or performed to a very low level, or the performance is seriously flawed.

### **Referencing**

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

### **Communication of Additional Information**

Communication to students will take the form of emails for notices and reminders, and the use of Blackboard for displaying class notes and lecture slides, which will be posted the day following the lecture.

### **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.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.

**Lecture Schedule – MMBA 518**

<b>Week</b>	<b>Date</b>	<b>Lecture Topic</b>	<b>Preparation</b>
1.	9 July	Introduction: What is marketing? The Marketing Concept	Ch 1 & 2
2.	16 July	Marketing Information & Research <i>Case: Fly Buys</i>	Ch 3 & 4
3.	23 July	Buyer Behaviour	Ch 6 & 7
4.	30 July	Market Segmentation & Positioning <i>Case: Edgewater Marina</i>	Ch 8 & 10
5.	6 August	Product Policy & New Product Development <i>Case: Audi New Zealand</i>	Ch 10, 12 & 20
6.	13 August	Pricing Policies <i>Case: Illy Coffee</i>	Ch 14
7.	3 September	Distribution Decisions <i>Case: Eddie Stobart</i>	Ch 15 & 16
8.	10 September	Building Strong Brands	Ch 9
9.	17 September	Promotion & Advertising <i>Case: Shadze</i>	Ch 17, 18 & 19
10.	24 September	Marketing of Services <i>Case: Air New Zealand</i>	Ch 5 & 13
11.	1 October	Marketing Implementation	Ch 11 & 22
12.	8 October	Back to the beginning – an overview	