
School of Marketing & International Business

MARK 101 Principles of Marketing

Trimester Three 2008

COURSE OUTLINE

Contact Details

Lecturer: Dr. Peter November
Room 1102 Rutherford House
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Class Times and Room Numbers

Day	Time	Room
Monday*	1.40-4:30	GBLT1
Thursday	1.40-4:30	GBLT1

*except Tuesday 20th January which will replace 19th January (Wellington anniversary).

Withdrawal Dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

There will be a final examination scheduled 16th – 21st February 2009 inclusive.

Course Learning Objectives

The main objective of MARK 101 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 Learning Objectives

After completing MARK 101, students should be able to:

1. use marketing concepts and terminology,
2. obtain an understanding of customers by asking questions,
3. use the main marketing tools of product, price, communication and distribution,
4. use the main marketing tools ethically and with social responsibility,
5. place New Zealand marketing in an international perspective,
6. analyse marketing problems, and
7. apply this analysis to prepare marketing strategies and plans.

Objectives 1 and 2 will be assessed in the interview project (see later) and all objectives except 2 will be assessed in the final examination.

Expected Workload

MARK 101 should generally involve up to 8-10 hrs per week of work which includes attending lectures, interview discussions, and going over lecture material.

Readings

There is no prescribed text for the course. Texts suitable for reference will be available on short term loan in the Pipitea library.

Course Content

COURSE OUTLINE and TIMETABLE

Introduction	
5 Jan	Course Introduction History of Marketing

Marketing analysis	
8 Jan	Market Identification Market Size
12 Jan	Market Dynamics Buyer Behaviour
15 Jan	The Seller The Marketing Environment 1
20 Jan* Tuesday	The Marketing Environment 2 Marketing Research

Marketing decisions	
22 Jan	Product Range and New Product Development Marketing Management and the Marketing Mix
26 Jan	Product Mix 1 Product Mix 2

29 Jan	Product Mix 3 Pricing Mix
2 Feb	Communication Mix 1
5 Feb	Communication Mix 2 Communication Mix 3
9 Feb	Communication Mix 4 Delivery Mix

Applications of marketing

12 Feb	Review for Examination
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16 - 21 Feb **FINAL EXAMINATION**

Assessment Requirements

Tutorial assignment – interview project

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. The assignment will be implemented in the tutorial hour (2.40 – 3.30) between the two lectures each afternoon.

Tutors will be available in the middle hour (2.40 – 3.30) to help out with your progress with the course concepts and the interview project.

You need a standard exercise book (not loose-leaf). You will write the entire assignment in this book. It involves interviewing twenty four members of the course over the duration of the course during the tutorial sessions. That works out at two interviews per afternoon and you should aim to work at that rate. It is essential that you attend every lecture.

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

The introduction is on the inside of the front cover and is a short biography of you covering your name, phone number, email address, country in which you were educated and main interests.

The first page is blank both sides and will be used at the end as a contents page.

The interview section covers the record of each interview you conduct. Number all pages starting on the second page, top right with 1.

The conclusion is an overview and generalization of your findings from the interviews.

The questions to ask in your interviews will be given in lectures although it is likely that you will be asked to add at least one question of your own for each interview.

Each interview should be divided into the following sections:

1. Name and contact for the person being interviewed
2. Time and place of interview

3. Questions and answers

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. Each interview will last 15 minutes so, over the middle hour, you will interview two people and be interviewed by the same two people. 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 which you will write at the end of the course.

You need to aim at getting a good cross-section of people. You will be given specific targets, for example, to interview 12 males and 12 females.

Tutors can be included in the interview process but they can also merely listen to your interviews and give you advice. More information will be given on this assignment in lectures.

Examination

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The examination will be open-book and of three hours duration.

	Proportion of final grade for course	Relevant date/time
Assignment	40%	hand in on 13 February 4pm
Final examination	60%	in period 16 Feb – 21 Feb inclusive

Mandatory course requirements

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

Communication of Additional Information

See the MARK 101 web site for course information and announcements, and downloadable materials such as copies of PowerPoint slides, etc. The address for the site is <http://blackboard.vuw.ac.nz>

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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

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