

## School of Marketing & International Business

### MARK 101 Principles of Marketing

Trimester One 2009

### COURSE OUTLINE

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#### Contact Details

Course Coordinator/Lecturer: Dr. Michel Rod  
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Office Hours/Location: 10am-1.00pm Tuesdays and Thursdays EA005

**Trimester Dates** Monday March 2 – Wednesday July 1 2009  
(Examination period Friday June 12 – Wednesday July 1 inclusive)

#### Class Times and Room Numbers

CRN 10047 Tuesday and Thursday 0900-0950 MCLT 103  
CRN 8507 Tuesday and Thursday 1100-1150 MCLT 103

Tutorial times and rooms will be provided in Weeks 2 and 3

**Withdrawal dates:** Information available via  
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

**Course Content**  
**COURSE SCHEDULE and TIMETABLE**

<b>Date</b>	<b>Topic</b>	<b>Text/Chapter</b>	<b>Assessment</b>
Week 1	Course Introduction, Developing Customer Relationships and Value	1	
Week 2	Marketing Strategies Scanning the Marketing Environment	2 3	
Week 3	Turning Marketing Info into Action Identifying Segments & Targets	7 8	Tutorial 1 (10047)
Week 4	Segmentation cont'd Consumer Behaviour, Organisational Markets and Buyer Behaviour	8 5	Tutorial 1 (8507)
Week 5	Consumer Behaviour, Organisational Markets and Buyer Behaviour cont'd	5	Tutorial 2 (10047)
Week 6	Products, Services and Brands Midterm Test in class	9,10	Tutorial 2 (8507) <b>Midterm Test</b> (Thursday Apr. 9 <sup>th</sup> )
Week 7	Pricing Products and Services	11	Tutorial 3 (10047)
Week 8	Managing Marketing Channels & Supply Chains Retailing, Wholesaling and Interactive Marketing	12 13	Tutorial 3 (8507)
Week 9	Integrated Marketing Communications Promotional Tools	14 15	Tutorial 4 (10047)
Week 10	Creating an Effective Marketing Plan Planning, Plans & Forecasting	Appendix A handout	Tutorial 4 (8507)
Week 11	Ethics and Social Responsibility Reaching Global Markets	4 6	Assignment due (Thursday May 28 <sup>th</sup> )
Week 12	Review for Examination Review for Examination		

## **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 across the commercial, government, profit and not-for-profit sectors.

## **Specific objectives**

After completing MARK 101, students will have the knowledge and ability to:  
(how these objectives will be assessed are in parentheses)

- 1 Describe commonly used marketing concepts and terminology (midterm/final examination)
- 2 Summarise the main marketing tools of products and services, pricing, distribution and communications (midterm/final examination/assignment)
- 3 Explain social responsibility and ethics, as they pertain to marketing (tutorial/assignment)
- 4 Describe marketing in New Zealand with respect to Pacific Basin and global perspective (assignment/final examination)
- 5 Analyse marketing problems associated with the processes involved in making marketing decisions and present coherent solutions to such problems (tutorial/assignment/final examination)
- 6 Organise and explain processes involved in the preparation of marketing strategies and plans (assignment).

## **Expected Workload**

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

## **Group Work**

There will be one major assignment during the course which is to be completed in groups of 4-5 people. These groups will be arranged by your tutors in Tutorial 1. The assignment will involve work outside of scheduled class time. Assessment will be based on the quality of the submitted report and all group members will receive the same mark given that the assumption is that all students will contribute to this assignment equally.

## **Readings**

The prescribed text for the course, which you are expected to purchase and which is available in the VUW Bookstore is:

### **Marketing: The Core, Kerin et al**

McGraw Hill 2008 ISBN: 0074716182

Although most textbooks that cover marketing principles will be somewhat similar, my recommendation is to acquire the prescribed Kerin text since all multi-choice questions will come straight out of the prescribed textbook and different texts may have subtle differences that could lead to confusion in the multi-choice midterm test and/or in the multi-choice section of the final examination.

## Examinations

Students who enrol in courses with examinations **are obliged** to attend an examination at the University at any time during the formal examination period.

**Examination dates for trimester one: Friday 12 June to Wednesday 1 July 2009 (inclusive).**

## Assessment Requirements

### Midterm Test

The test will be held in WEEK 6 **during class on Thursday April 9<sup>th</sup>**. The format is multi-choice, it is a closed book test, and the time allowed for completion will be 45 minutes.

The content of the test will be all the material covered in lectures up to and including WEEK 6's Tuesday lecture, and all the Kerin chapters specified in the lecture outline to that date (i.e., chapters. 1, 2, 3, 5, 7, 8, 9, 10).

### Assignment

There will be one major assignment during the course. This assignment is designed to test your knowledge of the principles, theories and concepts of marketing and their application in practice. Be creative and original in this assignment. This is a marketing course and the subjects that we are dealing with are dynamic and unpredictable. This assignment is to be completed in groups of 4-5 people and is due at the end of class on Thursday May 28<sup>th</sup>.

*Assignment Details.* The assignment is worth 25% of your final grade. There is a word limit of 3000 +/- 10%, not including appendices. Should you exceed 3300 words, you will be penalised marks. It is strongly recommended that reports be typed and double-spaced, on one side of the page. Please number the pages in the top right-hand corner. Do not put your report into a plastic folder. It should be stapled but not folded and must have a front cover sheet showing:

Group Names	Group student ID numbers	Word count (to nearest 100)
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MARK 101 Assignment	Due Date: May 28 <sup>th</sup>	
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For this assignment, I want you to choose a New Zealand company where you feel you will have access to required information. Based on the information that you collect, you are expected to develop a report that covers the background and current situation for the company that you are studying. This is with a view to identifying either a marketing problem or a marketing opportunity that that you feel should be addressed. This problem or opportunity will be identified through the presentation of a situation analysis which involves an analysis of the current market environment (both direct and external – which means company analysis, competitor analysis, and external market environment analysis). You may also choose to conduct some market research in order to better enable you to identify an appropriate problem or opportunity. Part of your report may also include a segmentation analysis and an analysis of buyer behaviour. You will also be expected to provide a basic strategy for addressing this problem or exploiting this opportunity. This assignment is essentially designed to have you do a basic marketing plan, i.e., the environmental analysis and specific marketing strategy recommendations. Your lecturer will go over the structure of the report in class.

### ***Penalties***

Assignments submitted late will lose marks at the rate of 10% per day after 5pm, unless written permission to submit late has been obtained in advance. Special consideration in cases of personal bereavement, serious illness or injury may be given provided evidence is submitted in writing, with appropriate supporting documentation, to your lecturer.

Provided you pass the mandatory course requirements, your final grade will be determined 60% on internal assessment and 40% on the final examination. The items of formal assessment are listed below, with their weightings and dates. Assignments not submitted by the due date will lose marks at the rate of 10% per day unless written permission for an extension has been obtained **in advance** from your lecturer/course coordinator. Requests for extensions should be made to your lecturer for approval. A missed test will also be entered as a zero unless the lecturer has granted either written permission **in advance**, or there are clear medical reasons for non-attendance, supported by a written medical certificate from a doctor.

	<b>Proportion of final grade for course</b>	<b>Relevant date/time</b>
<b>Mid-term test</b>	25%	Week 6 in class
<b>Assignment</b>	25%	Week 11 in class
<b>Tutorial Participation</b>	10%	
<b>Final examination</b>	40%	

### **Mandatory Course Requirements**

In order to pass MARK 101 you must:

- Submit the major assignment
- Sit the midterm test
- Attend 3 of the 4 tutorials. Attendance will be taken.

Failure to complete the above means that you will fail the course.

In order to pass MARK 101, in addition to achieving a final mark of at least 50% in the course, you must also achieve at least 40% in the final examination.

### **Communication of Additional Information**

Additional information or information on changes will be conveyed to students in lecture and on the announcement page of the Blackboard website.