

School of Marketing and International Business

MARK 151 PRINCIPLES OF MARKETING (DISTANCE)

Trimester One 2009

COURSE OUTLINE

Names and Contact Details

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

Trimester Dates

Monday 2 March to Wednesday 1 July 2009

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 12th of June and the 1st of July 2009 in rooms at the Wellington campus to be determined at a later date.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx>

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 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

Course Learning 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 across the commercial, government, profit and not-for-profit sectors.

Specific Objectives

By the end of this course, students should be able to: (how these objectives will be assessed are in parentheses)
Describe commonly used marketing concepts and terminology (Test, Final Examination)
Summarise the main marketing tools of products and services, pricing, distribution and communications (Test, Final Examination)
Explain social responsibility and ethics, as they pertain to marketing (Internet Exercises)
Describe marketing in New Zealand with respect to Pacific Basin and global perspective (Internet Exercises, Exam)
Analyse marketing problems associated with the processes involved in making marketing decisions and present coherent solutions to such problems (Internet Exercises, Final Examination)
Organise and explain processes involved in the preparation of marketing strategies and plans (Internet Exercises, Final Examination)

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.

Group Work

There is no group work in MARK 151.

Readings

Before your course starts, you should purchase the required text –

Marketing: The Core, Kerin et al, McGraw Hill, 2008, **ISBN:** 0074716182

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.

Silent non-programmable calculators are permitted in the final examination

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 from March 28th -29th, 2009

Multi-choice Test 2 (3 parts) 15% - over a 48 hour period from May 16th -17th, 2009

Internet exercises

Internet Exercise 1 (10%) - due by Friday, March 20th, at 8pm

Internet Exercise 2 (10%) - due by Thursday, April 9th, at 8pm
Internet Exercise 3 (10%) - due by Friday, May 29th, at 8pm

Final examination

Final examination (40%)

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 (inclusive).

Penalties

There will be a 1 mark deduction for each day that Internet exercises are submitted late. In the event of unusual circumstances e.g. serious illness, family bereavement, students should discuss the waiver of the penalty with the Course Coordinator.

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.
- Obtain a minimum mark of 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.

APPENDIX

Information for Distance Students 2009

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 (top right hand corner for Windows – left for Mac).
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.