

School of Marketing and International Business

MARK 261 MARKETING MANAGEMENT (DISTANCE)

Trimester One 2009

COURSE OUTLINE

Name and Contact Details

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In the first instance, as with on-campus lecture-based courses, your first point of contact should be the course tutor(s) through the online discussion boards on Blackboard.

Trimester Dates

The first trimester for 2009 begins on Monday 2 March and concludes Wednesday 1 July.

Class Times and Room Numbers

As this is a distance course, there are no class times.

The final examination for MARK 261 will be during the weeks of 12 June – 1 July 2009 in rooms on campus to be determined at a later date.

Withdrawal dates: Information available via

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

Course Content

Marketing Management is a strategic function within the firm requiring skills in market analysis, identifying fundamental shifts in customer needs and buying patterns, and crafting key elements of the marketing mix into a coherent marketing strategy.

This course develops both theoretical and applied aspects of formulating and implementing marketing strategies for products and services in different marketing environments. Central to the development of marketing strategies is an understanding of market definitions and an analysis of demand.

Course Learning Objectives

Students of this course will also become familiar with essential financial terms in analysing marketing opportunities. It is almost always necessary to determine the economic consequences of alternative courses of action, or of alternative sets of assumptions, in the analysis of a marketing opportunity and the development of marketing strategies.

By the end of this course, students should be able to:

Objective	Assessed Through
1. Explain and apply marketing concepts to strategic marketing planning	Assignments One, Two and Three and the Final Examination
2. Identify essential factors that should be considered when developing a marketing strategy	Assignments One, Two and Three and the Final Examination
3. Design and organise the marketing mix and its constituent parts	Final Examination
4. Use financial problem-solving techniques to marketing opportunity analysis	Final Examination
5. Produce a marketing plan.	Assignments One, Two and Three

Expected Workload

It is expected that between video lectures, video cases studies, interactivities and assigned reading you should expect to spend at least 12 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 compulsory assessment according to established dates and times.

Readings

The required course text for MARK 261 is:

J P Guiltinan, GW Paul and TJ Madden, Marketing Management Strategies and Programs, 6th edition, McGraw-Hill, 1997 or 2003.

Victoria Book Centre has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz

Materials and Equipment

Please refer to the appendix at the back of this outline for reference to issues related to the use of the CD/DVD and website associated with MARK 261.

Assessment Requirements

Assessment in MARK 261 is comprised of weekly compulsory discussion board postings and 3 assignments prior to a final examination. For details, please refer to the 'Mandatory Course Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

Assessment Breakdown

Assignments

Situational Analysis Part A	Due	Thursday 2 April	20%
Situational Analysis Part B	Due	Thursday 7 May	20%
Marketing Strategy Paper	Due	Thursday 28 May	20%
Final examination		12 June – 1 July 2009	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.

Penalties

There are penalties associated with late submission of discussion board postings these are described in the mandatory course requirements below. Late submission of the Assignments will also incur a penalty of 5% of the final mark per day late.

Mandatory Course Requirements

The course requirements for MARK 261 are that you **MUST** contribute to **ALL** 10 compulsory discussion boards. In addition, much like tutorial attendance on campus, it is a mandatory requirement that you not post late for more than 2 of these discussions. Students must submit the three pieces of assessment and obtain a minimum mark of 40% in the final examination. Students must also sit the final examination during examination week.

Submitting Case Reports via Electronic Submission

Please follow the guidelines below when submitting your two case reports:

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 for more information.

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 Sarena Saunders, the MARK 261 Course Coordinator, e-mail: Sarena.Saunders@vuw.ac.nz

Information for Distance Students

These guidelines have been prepared for distance students enrolled in MARK 261. **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 VicDistance.exe icon (or VicDistance.app in the Apple Mac users folder) onto your desktop or into your programs folder. If you experience any messages just click cancel.
4. Start the application (double click the VicDistance icon).
5. Click on the 'Getting Started' button which is near 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 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 e.g. Darren Hay - *haydarr*). If the username already exists a number is added e.g. *haydarr1*. **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 - (04) 463 5050 - off campus 5050 - on campus. Available 8am-5.30pm weekdays (except during a Thursday 3pm-4pm). 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

Once you have completed the 'Getting Started' section please begin the course by clicking on the Module 1.1 button.