

School of Marketing and International Business

MARK 304 THINKING SKILLS IN MARKETING

Trimester One 2009

COURSE OUTLINE

Names and Contact Details

Peter November, Senior Lecturer, room 1102 in Rutherford House, telephone: 463-5431, email: peter.november@vuw.ac.nz. (put 'MARK 304' in the subject). Leave an answer-phone message if I am not in or a message on my door. In either case give information on how I can contact you. My office hours are in the morning of the days on which there are seminars.

Trimester Dates

Monday 2nd March to Wednesday 1st July 2009.

Class Times and Room Numbers

Each week there will be seminars on Monday and Thursday from 11.30 to 1.20 pm in RH LT3. You will also join a discussion group that will meet for one hour each week. In addition I expect to see each student individually at least twice during the course.

Withdrawal dates: Information available via

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

Course Content

This is an elective final year course that helps you to develop thinking skills in the work areas of creativity, problem solving, and interpersonal relations; in the psychological areas of self-confidence, emotional intelligence and attitude control; and in the arts of understanding customers and learning from experience. It is complementary to the declarative knowledge courses in business and marketing that you have studied and are studying at present.

Course Learning Objectives

Students will be able to:

1. Use a collection of intra-personal skills.
2. Generate ideas under a wide range of circumstances
3. Classify problems and plan an appropriate problem solving strategy.
4. Be more effective problem solvers.
5. Develop a more inquisitive attitude.
6. Handle conflict situations.
7. Use TA and NLP to communicate more meaningfully and effectively.

The first objective includes the following:

- Develop and use their experiential learning skills.

- Improve their emotional intelligence.
- Have more meaningful conversations.
- Develop higher self esteem and self confidence.
- Be more effective at thinking reflectively.
- Achieve mind state control.
- Make better decisions.

The degree to which you achieve these objectives will be assessed through a learning journal.

Expected Workload each week

Typically four hours attending seminars, one hour in discussion group, and ten hours doing experiments and writing up your journal but this will vary from person to person.

Group Work

Group work involves about one hour a week and is not assessed.

Readings

All readings will be provided or available through the library.

Assessment Requirements

You will write a personal learning journal each week throughout this course, relating the course material to your life, reporting on tests of the course material, reflecting on your group discussions and demonstrating your achievement of the course objectives. (This approximates to a 10% assignment every week.) This must be available on demand throughout the course and be available at our seminars. I regard the discoveries, thoughts, and reflections that you write in your journal a prime source of knowledge both for you and for other members of the course. The journal is 100% of course assessment.

Examinations

There is no examination.

Communication of Additional Information

Any additional information on this course will be sent to you by email.

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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.