
School of Marketing and International Business

MARK 401 ADVANCED MARKETING MANAGEMENT

Trimester One 2009

COURSE OUTLINE

Contact Details

The Lecturer/Course Co-ordinator is:

Professor Ashish Sinha (RH 1120, Ph: 463 6953) Email: ashish.sinha@vuw.ac.nz

Please email for an appointment for any discussions outside of the lecture.

Trimester Dates

Trimester 1 runs from Monday 2 March to Wednesday 1 July 2009

Class Times and Room Numbers

Sessions will be held in RHG01 on Friday afternoons, commencing on 6 March 2009
12:40 – 3:30 pm.

Withdrawal dates: Information available via

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

Course Learning Objectives

By the end of this course, students should be able to:		How the objective will be Assessed
1	Discuss and critique the historical and ongoing development of marketing as a discipline	Essay, Final Exam
2	Categorise, understand, and critically analyse the published literature in marketing	Essay, Critique
3	Show a sound understanding of marketing constructs and models	Essay, Critique, Final Exam
4	Demonstrate independent thought and strong conceptual skills	Critique, Class Participation, Final Exam
5	Identify and synthesise relevant journal articles from the published literature	Critique
6	Develop and defend a line of argument.	Critique, Essay, Final Exam

Course Content

Students will be exposed to a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and more recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

Timetable

Set readings must be read prior to the scheduled sessions, with students prepared to discuss and critically comment upon the concepts and ideas described. Students must also be adequately prepared to meaningfully participate in class discussions.

Course schedule:

March 6	Introduction	<i>Subject introduction</i>
March 13	Marketing – Some fundamentals	
March 20	History of Marketing & Positivist Theory	
March 27	Relationship Marketing	
April 3	Service Marketing and Marketing in Technology Intensive Markets	<i>Article critiques/presentations</i>
April 9	No Class	<i>Essay due on April 15</i>
May 1	Value Based Marketing	<i>Article critiques/presentations</i>
May 8	Financial Marketing	<i>Article critiques/presentations</i>
May 15	Brand Marketing	<i>Article critiques/presentations</i>
May 22	Brand Marketing :- Measurement of Brand Equity	<i>Article critiques/presentations</i>
May 27	Cause Related Marketing + Social Marketing	<i>Article critiques/presentations</i>
June 5	Pulling it all Together	Course Review

Expected Workload

Students are expected to spend around 10 hours per week **on average** in classes, preparation and assignments for MARK 401. The exact amount of time will vary depending on student capabilities and backgrounds, but an indicative balance is as follows:

	<u>Hours</u>
Class time	3
Reading & study	4
Assignment prep	3

Any student deviating significantly from these norms (apart from normal pressure points associated with the major assignment deadlines) should reassess the balance of their workload and, if necessary, discuss it with the Course Lecturer.

Group Work

Students will be required to make an in-class group presentation on one of the topics in the course schedule. At the end of the course, students will be asked to rate their group members to assess each members input in the group work. The lecturer reserves the right to alter group work marks based on this information.

Readings

A list of Readings will be provided by the lecturer in the first week of class. Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches in the library. A collection of readings will be made available to students for each class. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

Assessment Requirements

Method of Assessment

MARK 401 is 70% internally assessed and 30% through a final examination. Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall 'quality of mind' judgement by the examiners. In this respect therefore the adequacy of preparation for and quality of participation in class discussions will form part of the overall judgements by course lecturers.

Mark allocations for each assessment component are:

Written essay	20%
Written article critique	20%
Verbal article critique presentation	5%
Class preparation and contribution	10%
Weekly Submission (5 submissions)	10%
Group Presentation	5%
Final examination	30%
TOTAL	<u>100%</u>

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).

Written Essay One

Individually write an essay of up to 2000 words selecting one from the following list of topics. Your essay must show evidence of independent library research and some reading (at least six salient references) around the topic under discussion.

1. 'The Marketing Concept has no relevance in the Network Economy'. Discuss.
2. 'Marketing is synonymous with Relationship Marketing'. Discuss.

Due date for essay: Friday April 15

Class Preparation and Contribution

The preparation of class material will account for 10% of the student's overall mark. Students will be expected to present answers to set readings questions and problems and critique articles from the marketing literature. The assessment criteria include among other things:

- ❖ Is the student a good listener?
- ❖ Are the points made relevant to the discussion?
- ❖ Are these comments linked to the comments of others?
- ❖ Do these comments show evidence of sound analysis of the material?
- ❖ Is the student able to develop and defend a line of argument?

Contributions to class discussion should be done in the spirit of true critical discussion and debate rather than personalized attacks on the views of others. Also be willing to take some risks or to explore positions that you are not sure about but would like to argue out within the group.

Weekly Submission & Presentation

From week 3, students are required to submit one page synopsis of the research papers assigned for that week. This is due at the beginning of the class every Friday afternoon. The top five marks will go towards the final grade.

For each session a group of two students will lead the discussions. For that particular week, these students will make a presentation to the class followed by discussions and questions. Students are required to submit their power point presentation to the lecturer. The group of students involved in the presentation need not submit a written synopsis for the week in which they are leading the discussion.

Students are not required to submit the synopsis in the week they are presenting their critique.

NOTE:-Please make sure that the week of your Critique presentation is different from the week in which you are leading discussions.

Article Critiques

Each student is required to provide a synopsis of one journal article pertaining to the selected topic under consideration. The synopsis should provide a **summary** and a **critique** of the article. Word limit for the critique is 2000. In addition, conciseness and ability to capture the essence of an article in the summary component will be rewarded. The critique should assess both strengths and weaknesses of the position adopted by the authors, along with an overall assessment of the value of the contribution made by the article. You are expected to read outside of the article that you are critiquing. The critique should have four sections (these need not be the sub-headings).

- **Introduction** – Here provide a brief review of the literature.
- **Summary** – Summarize the article, how does it fit in the literature that you have summarized in the introductory section.
- **Critique** – Critiquing the article is different from criticizing the article or the author. Identify the strengths & weaknesses of the article.
- **Conclude** – Provide conclusion by identifying areas of future research.

The list of critique articles to choose from will be provided in the first week of classes. For each session one student will be assigned as a discussant expected to lead the Q&A session. Each student must read the distributed article prior to the class discussion. This prior reading is essential. **YOU ARE REQUIRED TO PRESENT YOUR CRITIQUE IN CLASS** for a period of 15 minutes. The last 5 minutes must be left for questions. Allocation of student names to the paper and the discussant for that paper will be undertaken during the first session.

It is each student's responsibility to circulate the copies of their chosen articles to their peers. If only a hard copy of the article is available then the instructor can be asked to make copies of the same. For an online version of the article, only a link to the website should be circulated. Please do not send the file, as doing so is a violation of the copyright laws.

Penalties

A 5% penalty will be incurred for every day of late submission. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the Course Coordinator.

Mandatory Course Requirements

To meet mandatory course requirements in MARK 401, students must submit all of the assigned work as outlined in the course outline. Students must obtain a minimum mark of 50% in the final examination, and 50% overall, to obtain a pass grade for this course.

Communication of Additional Information

Any additional information or changes will be communicated in class.

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).

- 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.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the School, handwritten work may be copy typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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

<http://www.victoria.ac.nz/home/about/policy/default.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
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

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.