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**School of Marketing and International Business**

**MARK 101 Principles of Marketing**

Trimester Two 2009

**COURSE OUTLINE**

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**Names and Contact Details**

Lecturer: Peter November, room 1102 in Rutherford House, telephone: 463-5431, email: peter.november@vuw.ac.nz. (put 'MARK 101' in the subject). My office hours are in the morning of the days on which there are seminars.

Course Administration: Helen Hynes, Room 129 Easterfield Bldg, Phone 463-6675, ext. 6675 helen.hynes@vuw.ac.nz

**Trimester Date**

Teaching Period: Monday 13 July to Friday 16 October 2009.

End of Year Study Period: Monday 19 October to Monday 26 October 2009.

Examination Period: Tuesday, 27 October to Saturday 14 November 2009 (inclusive).

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

**Withdrawal dates:** Information available via

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

**Class Times and Room Numbers**

Tuesday	1.10 - 2.00 CRN 16017	Kirk KK LT303
	3.10 - 4.00 CRN 16018	
Thursday	1.10 - 2.00 CRN 16017	Kirk KK LT303
	3.10 - 4.00 CRN 16018	

**Course Content**

**Introduction**

14 July Course Introduction  
16 July History of Marketing

**Marketing analysis**

21 July Market Identification

23 July	Market Size
28 July	Market Dynamics
30 July	Buyer Behaviour
4 Aug	The Seller
6 Aug	Competitors
11 Aug	Regulations and the Economy
13 Aug	Marketing Research

### **Marketing decisions**

18 Aug	Product Range and New Product Development
20 Aug	Marketing Management and the Marketing Mix

Mid term break

8 Sep	Product Mix 1
10 Sep	Product Mix 2
15 Sep	Product Mix 3
17 Sep	Pricing Mix
22 Sep	Communication Mix 1a
24 Sep	Communication Mix 1b
29 Sep	Communication Mix 2
1 Oct	Communication Mix 3
6 Oct	Communication Mix 4
8 Oct	Delivery Mix

### **Applications of marketing**

13 Oct	Review for Examination
15 Oct	Review for Examination

### **Course Learning Objectives**

After completing MARK 101, students should be able to:

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

### **Course Delivery**

Normal lectures combined with a system of tutorial advice available on a 'call-in and discuss' basis at times and places that will be made clear in the first lecture and through Blackboard.

### **Expected Workload**

MARK 101 should generally involve about 10 hours per week of work which includes attending lectures, interview discussions, and going over lecture material.

### **Group Work**

No group work.

### **Readings**

There is no required textbook for the course, however many students will find 'Marketing: The Core, Kerin et al McGraw Hill 2008 ISBN: 0074716182' a useful study aid now in the future.

### **Materials and Equipment**

A collection of lecture slides and previous examination papers is available for purchase from VicBooks. No additional materials or equipment are necessary for this class or the final examination.

### **Assessment Requirements**

You will be given questions in each lecture to answer in a note book. This note book must be regularly viewed (every three weeks or more regularly if you wish) by a tutor who will sign it at each viewing. In addition you will need to interview 20 other students from the course at the rate of one each lecture and write up this interview in your note book. This note book will be collected in your final lecture and will be worth 40% of your marks.

There will be a final examination worth 60%.

All objectives will be assessed using the journal and in the final examination.

*Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

### **Examinations**

The final examination for this course will be scheduled at some time during the period from Tuesday 27 October to Saturday 14 November 2009.

### **Penalties**

Work handed in late will not be marked.

### **Mandatory Course Requirements**

Obtain an overall mark of 50% or better.

### **Communication of Additional Information**

Any additional information on this course will be provided on Blackboard.

**For the following important information follow the links provided:**

**Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

**General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

**Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

**Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)