

School of Marketing and International Business

MARK 211 MARKETING MANAGEMENT

Trimester Two 2009

COURSE OUTLINE

Contact Details

Micael-Lee Johnstone

Lecturer/Course Coordinator

Room 1124

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Phone: 463 6933

Office Hours:

Monday 3.00pm – 4.00pm

Wednesday 1.40pm – 2.40pm

Please email me if you need to make an appointment outside my office hours.

For tutorial allocation enquiries contact Helen Hynes at: helen.hynes@vuw.ac.nz

Trimester Dates

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)

Withdrawal dates: Information available via

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

Class times & Room Numbers

Lectures

Monday 12.40 – 14.30 RH LT1

Wednesday 12.40 – 13.30 RH LT1

Commencing 13 July 2009

Tutorials

Tutorial attendance and participation is an essential part of MARK 211. It is particularly important that you read the assigned reading material before attending tutorials. A tutorial schedule, along with instructions, will be posted on *Blackboard* at the beginning of the trimester. Tutorials will commence in **Week 3**, the week beginning **Monday 27 July 2009**.

Course Content

Marketing Management focuses on strategic issues within an organisation – the overall goal is to create exchanges that satisfy the target market as well as the organisation’s objectives. This involves conducting market analysis, identifying fundamental shifts in customer needs and buying patterns, creating and delivering customer value, understanding stakeholders’ needs and the market environment, managing the marketing mix, and implementing marketing strategies. Central to the development of marketing strategies is the ability to assess the organisation’s strengths and weaknesses, identify opportunities and threats, and understand market demand.

Course Learning Objectives

Upon completing this course students should be able to:

- 1) Explain and apply marketing concepts to strategic marketing planning
- 2) Identify essential factors that should be considered when developing a marketing strategy
- 3) Design and organise the marketing mix and its constituent parts
- 4) Use financial problem-solving techniques to marketing opportunity analysis
- 5) Produce a marketing plan

Course Delivery

Week	Lecture	Topics & Key Issues	Readings this week
1	Mon 13 July 1	Course overview ▪ Course objectives ▪ Assessment	
	Wed 15 July 2	Branding	
2 <i>Assignment 1 will be handed out in lectures.</i>	Mon 20 July 3	Market definition & market potential	Chapter 3 Best
	Wed 22 July 4	Market segmentation & segmentation strategies	Chapter 5 Best
3 Tutorial 1 Defining the market (Tutorial booklets will be handed out)	Mon 27 July 5	Competitor analysis Industry analysis Distribution analysis	Chapter 6 Best Chapter 5 Healy
	Wed 29 July 6		
4 Tutorial 2 Situational analysis	Mon 3 Aug 7	Internal audit SWOT analysis	Chapters 1 & 2 Healy
	Wed 05 Aug 8	Portfolio models	Chapters 11, 12, 13 Best * Chapter 3 Healy
5 Tutorial 3 Product management strategies <u>Groups will be formed in tutorials. Assignments 2 & 3 will be handed out.</u>	Mon 10 Aug 9	Portfolio models & strategic planning	Chapters 11, 12, 13 Best * Chapter 4 Healy
	Wed 12 Aug 10		

6	Mon 17 Aug 11	Positioning strategies	
	Wed 19 Aug 12	Financial measures & profitability	Chapter 16 Best pp.185-192 Healy
	Thurs 20 Aug	Assignment 1 due Thursday 20th August, 10am.	20% assessment due
7 & 8	24/08 – 06/09	Mid-trimester break	
9	Mon 07 Sept 13	Product strategies & implementation	Chapter 7 Best
	Wed 09 Sept 14		
10 Tutorial 4 Product & positioning	Mon 14 Sept 15	Pricing strategies & implementation	Chapter 8 Best
	Wed 16 Sept 16		
11 Tutorial 5 Pricing & distribution	Mon 21 Sept 17	Distribution strategies & implementation	Chapter 9 Best
	Wed 23 Sept 18	Integrated marketing communication (IMC) strategies	Chapter 10 Best
12 Tutorial 6 Presentation week	Mon 28 Sept 19	IMC strategies & implementation	Chapter 10 Best
	Wed 30 Sept 20	Marketing programme evaluation	pp.454-460 Best Chapter 10 Healy
	28/09 – 02/10	Assignment 2 - group presentations take place this week.	10% assessment due
13 Tutorial 7 IMC	Mon 05 Oct 21	Business ethics	
	Mon 05 Oct	Assignment 3 due Monday 05th October, 12pm.	10% assessment due
	Wed 07 Oct 22	Contemporary marketing issues: Value creation	Chapter 7 Healy
	05/10 – 09/10	Assignment 2 individual self-reports are due. To be handed to the tutor at the start of your allocated tutorial class.	5% assessment due
14	Mon 12 Oct 23	Contemporary marketing issues: Strategic Alliances & Networks	Chapter 9 Healy
	Wed 14 Oct 24	Course overview & examination guidelines	
	TBC	Examinations	

* *Additional reading*

Expected Workload

Over the trimester, students should generally spend approximately 12-14 hours per week on MARK 211. This includes lecture and tutorial attendance, reading the course material, and working on assignments. Here is a provisional breakdown:

	<u>Hours</u>
Class & Tutorial Attendance	3-4
Reading & Study	3-4
Tutorial Preparation	1-2
Course Projects	3-4

While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials, and provide a framework of the lecture only.

Group Work

Assignments 2 & 3 involve group work. Please refer to the table below (Page 4) to see how the marks will be allocated. Students will be assigned to a group (a maximum of 3 per group) in Tutorial 3. If a group experiences difficulties with their group work, students should approach their tutor first to try to resolve these differences. The group, or individuals from the group, will be counselled by the tutor on the procedures open to them to resolve the group's problems. The following steps should be adhered to:

- 1) Students should try to resolve the problems within the group first before approaching a third party.
- 2) Students should meet with their tutor to try to resolve their differences.
- 3) The tutor will arrange for students to meet with the Course Coordinator who will endeavour to resolve the group's problems.

Steps 1 to 3 must be completed before the assignment is handed in. In circumstances where outstanding issues are not resolved, Step 4) will be implemented.

- 4) Students must complete a 'Peer Assessment' form, available from the Course Coordinator, and this must be submitted before the assignment marks are released.

If there are differences in the peer assessment forms, the student(s) will be required to meet with the Course Coordinator to discuss the discrepancy. A differential allocation of the grade may be an outcome of this process.

Readings

The Prescribed textbook for MARK 211 is:

Best, Roger J. (2009), *Market-Based Management: Strategies for Growing Customer Value and Profitability*, 5th Ed., Pearson Prentice Hall.

The Recommended text is:

Healy, Genevieve (2004), *Strategic Marketing Analysis*, 2nd Edition, Cengage Learning.

Additional resources, including the books above, have been placed on Closed Reserve. Refer to the Course Reserve list on the library site: <http://www.victoria.ac.nz/library/>

The prescribed and recommended texts can be purchased from the University Bookshop. For study purposes, you are strongly recommended to take notes from both books.

Material & Equipment

Calculators will be required for tutorial work. Silent, non-programmable calculators are permitted for use during the final examination.

Assessment Requirements

No.	Assessment	%	Due Date
1	Strategic Analysis Report (PART A) – Individual assignment - Written report <i>(Objectives 1 & 2)</i> <i>Maximum length 16 pages, excluding references. Refer to the penalties section on page 6.</i>	20	Thursday 20 th August 2009, 10am
2	Strategic Marketing Plan (PART B) – Group presentation (5% shared group mark, 5% individual performance) & 5% self- report (individual work) <i>(Objectives 1 – 4)</i>	15	<ul style="list-style-type: none"> • Presentations from 28th September to 02nd October • Individual self-report due from 5th October to 09th October
3	Strategic Marketing Plan (PART C) – Group Assignment - Written report <i>(Objectives 1 – 5)</i> <i>Maximum length 12 pages excluding appendices. Refer to the penalties section on page 6.</i>	10	Monday 05 th October 2009, 10am
4	Tutorial participation <i>(Objectives 1 & 2)</i>	5	Tutorials 2, 3, 4, 5, 7
5	Exam (External assessment) 2 hour exam, closed book, silent non-programmable calculators required. <i>(Objectives 1 – 4)</i>	50	TBA
		100	

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.

Handing in and return of assignments

Post Assignments 1 and 3 in the MARK211 assignment box located in Rutherford House mezzanine level by the due date/time. Any work received after that time will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed-in by the 11th floor reception staff. Do NOT slide them under doors or put them into the box after the due date. Assignments must also be submitted to *Turnitin* on *Blackboard* by the due date/time.

Returning Assignments: Where possible assignments will be returned to students in class (during lectures or tutorials for example), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Examination

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

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. Assignments received 7 days after the due date will not be marked and will receive a zero (0) mark, as well as a “Did Not Complete” result. Consequently, the student will not fulfil MARK 211’s Mandatory Course Requirements. In addition, files that cannot be opened will be deemed late and incur penalties.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct, which can be downloaded from the policy website. You could fail your course or even be suspended from the University. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website at: www.vuw.ac.nz/home/studying/plagiarism.html. Your assignments will be submitted to *Turnitin* so be sure to correctly cite all your references. It is not worth the risk!

Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) by the MARK 211 Course Coordinator, and only in consultation with the Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged before the due date.

Page limits: Clear page limits are stated for each assignment. Failure to adhere to these limits will incur a penalty of **5% for every page that is over the limit**. (Note: all assignments must use 1.5 spacing, Times New Roman font, minimum margin size 2.5cm on top, bottom, left, right – 5% will be deducted if the formatting guidelines are not adhered to).

Mandatory Course Requirements

- In order to pass this course, students must complete the following pieces of internal assessment:
 - (1) Assignment One – Strategic Analysis Report
 - (2) Assignment Two – Presentation & Self-report
 - (3) Assignment Three – Strategic Marketing Plan
- Attain a minimum grade of 40% in the final exam.

The overall pass mark for this course will be 50% of the total marks i.e. 50/100. Failure to meet terms requirements will jeopardise your ability to accumulate sufficient marks to pass the course.

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 211 *Blackboard* announcements and/or communicated via e-mail. The course outline, course notes, and other learning material will be available on *Blackboard*. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your SCS username and student ID. Click on the MARK 211 course heading under My Courses. It is your responsibility to ensure you check *Blackboard* on a regular basis. The lecturer or tutors cannot be held responsible if you do not check the notices on *Blackboard* regularly.

Dissemination of Grades: **At the end of the semester**, all internal assessment marks will be displayed on *Blackboard*. All students are requested to check these – any discrepancies should be reported to the Course Coordinator as soon as possible.

Use of Turnitin

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by *Turnitin*. *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. 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.

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/

Disclaimer

While every effort has been made to ensure that the information contained in this document is accurate, the information may be subject to change. Changes will be notified in class, on *Blackboard*, and/or tutorials. Students are encouraged to check *Blackboard* for any changes. It is your responsibility to be informed.