

School of Marketing and International Business

MARK 304 THINKING SKILLS IN MARKETING

Trimester Two 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

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

Withdrawal dates: Information available via

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

Class Times and Room Numbers

Each week there will be seminars on Monday and Wednesday from 1.40 to 3.30 pm in RH LT3.

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

Upon completing this course students should be able to:

1. Use a collection of intra-personal skills techniques.
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.
- Make effective use of time.
- 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.

Course Delivery

In addition to the twice-weekly seminars, you will join a journal club that will meet for one hour each week. In addition I will see each student individually at three-weekly intervals.

Expected Workload

Typically four hours attending seminars, one hour in a journal club, and ten hours doing experiments and writing up your journal per week.

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.

Materials and Equipment

You will need to obtain a note book to use as a journal.

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 journal club discussions and demonstrating your achievement of the course objectives. (This approximates to two 5% assignment every week). The journal must be available at our seminars. The journal is 100% of course assessment.

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

There is no examination.

Penalties

After every seminar there will be assignments to do relating to that seminar that need to be completed and written up by the deadline for that assignment. Unless otherwise stated, the deadline is the next seminar. Work completed after the deadline will not count towards your

final mark. Organising your time so that you are able to do the work and write it up for the deadline is an integral part of the course.

Mandatory Course Requirements

Obtain an overall mark of 50% or better.

Communication of Additional Information

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

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/