

School of Marketing and International Business

MARK 314
CONCEPTUAL FOUNDATIONS OF
MARKETING

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

Peter November, Senior Lecturer, room 1125 in Rutherford House, email: peter.november@vuw.ac.nz, telephone: 463-5431. Leave an answerphone message if I am not in or a message on my door. In either case give information on how I can contact you.

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/withdrawlsrefunds.aspx>

Class Times and Room Numbers

Each week there will be a seminar from 10.30 am to 11.20 am on Wednesday and Friday in RHLT3.

Course Content

An examination and overview of selected topic areas within the published marketing literature. The course traces the development of marketing thought and practice, and identifies topical areas of theoretical and empirical enquiry within the discipline.

Course Learning Objectives

Upon completing this course students should be able to:

- 1 Develop a system of critical analysis.
- 2 Apply the system to the critical analysis of academic journal articles.
- 3 Outline the development of foundation concepts in the marketing literature.
- 4 Explain what marketing knowledge is and where it comes from.
- 5 Argue for their own conclusions on conceptual development in marketing.
- 6 Respond creatively and reflectively to marketing journal articles.

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

Course Delivery

Two hours of seminar discussion each week and individual discussions as required.

Expected Workload

Typically two hours attending seminars per week and eighteen hours analysing journal articles and writing up your journal.

Group Work

None.

Readings

All reading material will be provided or made 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 demonstrating your achievement of the course objectives through the analysis of articles from the marketing literature. (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 reading and analysis to do for the next seminar. Unless otherwise stated, the deadline is the next seminar, at which you need to produce evidence, in the form of a journal entry, that you have reviewed the readings. Work produced after the deadline will not count towards your final mark.

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/