



Victoria Management School

MMBA 518 Marketing Management

Trimester 2 ~ 2009

COURSE OUTLINE

Contact Details

Course Co-ordinator:
David Stewart, MBA, MA, BA(Hons), Dip Teach
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Telephone: 463-5150 Fax: 463-5253

Class Times and Room Numbers

Wednesday	19:40 – 21:30
Lecture Theatre	RH LT 3

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>

Course Objectives

MMBA 518 presents an overview of the Marketing process and the key Marketing Management decisions in the areas of product and service policy, pricing, promotion, and distribution. Particular emphasis will be placed on the development of analytical approaches to Marketing in the New Zealand context.

On completion of MMBA 518, Course Participants should be able to:

1. Analyse marketing problems in terms of the set of influences acting on a Marketing decision-maker.
2. Provide a conceptual framework within which both the marketing management function and linkages to other functional areas can be understood.
3. Apply marketing concepts to current problems and opportunities faced by private and public sector organisations.
4. Consider marketing practice themes across industry types (fastmoving consumer, consumer durables, financial services, other services, business to business).

Course Content

The course will consist of lectures and class discussion sessions, case-study analysis and written assignments. It is particularly important that you read assigned material **before** attending each lecture and tutorial. Advance preparation and participation in class discussions play a vital part in your reaching the objectives for the course.

You are expected to spend an average of 10 hours per week on the various activities associated with MMBA 518. An indicative breakdown of how this time will be spent, per week, is as follows:

	<u>Hours</u>
Class time	2
Reading	2
Case Preparation	2
Project	4
Total	<u>10</u>

Readings

The recommended textbook for MMBA 518 is Philip Kotler & Kevin Lane 'Marketing Management' Prentice Hall, 2009, 13th edition.

Additional materials such as readings, etc. will be made available to Course Participants during the Course.

Materials and Equipment

It is expected that all assignment submissions will be prepared on white bond paper using PC technology and submitted in hard copy. All other assessment materials will be supplied. The final examination will require hand-written responses to questions to be submitted in a VUW examination booklet.

Assessment Requirements

Mark allocations for each assessed component are:

Case Studies: 25%

You are required to write a business style response to questions outlined at the end of each case study. The relevant case study will be made available in class the week before the assignment is due. There are seven case studies in total, but the best five grades will be counted towards your final grade. Please prepare two copies of your assignment and hand one in before the beginning of the class.

Marketing Report 25%

The objective of the report is to develop marketing analytic skills by assessing a marketing problem. Working in groups of 4 – 5, you will examine a marketing problem by utilising concepts and theories outlined in class and making suitable recommendations. The 5,000 word document is due on *Wednesday, 14 October 2009*. Further details of the project will be discussed in class.

Final Examination 50%

Final Examination Period: 27 October – 14 November 2009

Penalties

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the total marks available per day of lateness. Assignments more than one week late will not be accepted. A "zero" mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness,

family bereavement), students should discuss waiver of the penalty with the course co-ordinator prior to the deadline date.

Mandatory Course Requirements

To meet mandatory course requirements, students must sit the final examination and obtain at least forty percent of the examination marks available, attend classes, submit five out of seven case studies, fully participate in developing and submitting the written marketing project, and achieve at least fifty percent of the total marks available for term work.

Individual Work

While the Victoria MBA programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignment before it has been marked.

Victoria MBA Grading Standards are as follows:

Excellent Category

A- (75 – 79%) to A (80 – 84%) to A+ (85% and above): The learning is demonstrated to a very high level of proficiency, i.e. it is at a standard that makes it exceptional at Master's level.

Very Good Category

B+ (70 – 74%): The learning is demonstrated at a high standard. Students have reached a level that clearly exceeds "competency".

Good Category

B (65 – 69%): The learning is clearly demonstrated without being exceptional in any way. Students can be thought of as fully competent.

Satisfactory Category

B- (60 – 64%): The learning is demonstrated without being exceptional in any way. Students can be thought of as competent.

Marginal Category

C (50 – 54%) to C+ (55 – 59%): The learning is demonstrated to a minimally acceptable level. There may be flaws but these are not serious enough to "fail" the student.

Unsatisfactory / Failure Category

E (0 – 39%) to D (40 – 49%): The learning is absent or performed to a very low level, or the performance is seriously flawed.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site <http://www.victoria.ac.nz/library/research/reference/referencingguides.aspx>

Communication of Additional Information

Communication to students will take the form of emails for notices and reminders, and the use of Blackboard for displaying class notes and lecture slides, which will be posted the day following the lecture.

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/

Lecture Schedule – MMBA 518

Week	Date	Lecture Topic	Preparation
1.	15 July	Introduction: What is marketing? The Marketing Concept	Ch 1
2.	22 July	Marketing Information & Research <i>Case: Fly Buys</i>	Ch 3 & 4
3.	29 July	Buyer Behaviour	Ch 6 & 7
4.	5 August	Market Segmentation & Positioning <i>Case: Edgewater Marina</i>	Ch 8 & 10
5.	12 August	Product Policy & New Product Development <i>Case: Audi New Zealand</i>	Ch 12 & 20
6.	19 August	Pricing Policies <i>Case: Illy Coffee</i>	Ch 14
7.	9 September	Distribution Decisions <i>Case: Eddie Stobart</i>	Ch 15 & 16
8.	16 September	Building Strong Brands	Ch 9
9.	23 September	Promotion & Advertising <i>Case: Shadze</i>	Ch 17, 18 & 19
10.	30 September	Marketing of Services <i>Case: Air New Zealand</i>	Ch 5 & 13
11.	7 October	Marketing Implementation	Ch 11 & 22
12.	14 October	Back to the beginning – an overview	
