

School of Marketing and International Business

MARK 151 Principles of Marketing (Distance)

Trimester Three 2009

COURSE OUTLINE

Names and Contact Details

The Course Coordinator, Dr. Aaron Gazley, is located in RH 1103. Your first point of contact should be the course tutors through the online discussion boards on Blackboard.

Trimester Dates

Teaching Period: Monday 16 November 2009 to Friday 12 February 2010

Mid Trimester (Christmas) Break: Saturday 19 December 2009 – Tuesday 5 January 2010

Withdrawal from Courses: Information available via

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

Last day to withdraw with a refund from this course is *23 November*.

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)**

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Class Times and Room Numbers

As this is a distance course, there are no class times.

The final examination for MARK 151 will be held at Victoria University sometime between the 15th of February and the 20th of February 2009 in rooms at the Wellington campus to be determined at a later date.

Course Content

Note: As this is a distance course, all course content is located on your DVD/portal. Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard. As a quick reference, the course is broken down into 10 modules as follows:

SECTION 1- INTRODUCTION TO MARKETING

Module 1.1 - Creating Customer Value and Building Relationships — Fundamental Concepts of Marketing

Module 1.2 - Strategic Marketing Planning

Module 1.3 - Marketing Opportunities and the Market Environment

SECTION 2 - UNDERSTANDING MARKETS

Module 2.1 - Market Research

Module 2.2 - Market Segmentation

Module 2.3 - Buyer Behaviour

Module 2.4 - Product Planning and Pricing

SECTION 3 – MEETING THE MARKET

Module 3.1 - Marketing Channels and the Supply Chain

Module 3.2 – Marketing Communication

Module 3.3 - New Product Development and the Product Life Cycle

Course Learning Objectives

The main objective of MARK 151 is to provide students with an introduction to marketing principles, theory and practice and the key role it occupies within the economy, organisations and society across the commercial, government, profit and not-for-profit sectors.

Specific Objectives

By the end of this course, 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

As this is a distance course, all course content is located on your DVD/Portal. Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

DVD

Instructions on how to run the DVD are provided in the front DVD insert and also in the appendix of this document.

Blackboard

Once you are into your course, you can navigate around using the left hand panel (main menu).

Below is an outline of the main menu items in the flexible MARK 151 site.

<i>Assessment</i>	Details of internet exercises, discussion board postings and tests.
<i>Discussion</i>	Used to post queries, problems and feedback, as well as for participating in the mandatory online discussions.
<i>Staff</i>	Contact details of staff involved in the course.
<i>FAQ</i>	Provides some information regarding commonly encountered queries.
<i>Gradebook</i>	Will eventually contain your assessment grades.
<i>Tools</i>	Personal tools. Also where you'll find the online Blackboard manual.
<i>Feedback</i>	Where you give your anonymous feedback for the course.

Additional Blackboard Help

For more information on using Blackboard, have a look at the Blackboard Learning System *Student Manual*, available at http://company.blackboard.com/docs/cp/learning_system/release6/student/

Expected Workload

It is expected that between video lectures, video cases studies, interactivities, assigned readings and discussion board postings you should spend at least 5-7 hours per week. It is vital that you meet all mandatory course assessments according to established dates and times.

Group Work

There is no group work in MARK 151.

Readings

Before your course starts, you should purchase the required text –

Marketing: The Core, Kerin et al, McGraw Hill, 2008, ISBN: 0074716182

Victoria Book Centre manages the sale of the textbook.

For more information, you should contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz

Materials and Equipment

Please refer to the appendix at the back of this outline for reference to issues related to the use of the DVD and website associated with MARK 151.

Silent non-programmable calculators are permitted in the final examination.

Assessment Requirements

Assessment in MARK 151 is comprised of weekly compulsory discussion board postings, 3 internet exercises, and 2 online multi-choice tests (each broken into 3 separate parts) prior to a final examination. For details, please refer to the 'Terms Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

Assessment Breakdown

Assessment	Date	Value	Objectives Assessed
Multi-Choice Test 1	6 am Saturday December 12th until 6 am Monday December 14th	15%	1, 2
Multi-Choice Test 2	6 am Saturday January 30th until 6 am Monday February 1st	15%	
Internet Exercise 1	Friday December 4th, 8pm	10%	3, 4, 5, 6
Internet Exercise 2	Friday January 15th, 8pm	10%	
Internet Exercise 3	Tuesday February 9th, 8pm	10%	
Final Examination	15th February to 20th February	50%	1, 2, 4, 5, 6
Total		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.

Examinations

The final examination for this course will be scheduled at some time during the period from

Monday 15 February to Saturday 20 February 2010.

The assessment is similar to the on campus courses including sitting an examination. It is possible to sit the examination away from Wellington but you will have to pay some costs in doing so. To discuss please email the Examinations Coordinator: fca-sao@vuw.ac.nz.

Penalties

There will be a 0.5 (out of 10) mark deduction for each day that internet exercises are submitted late.

Mandatory Course Requirements

In addition to achieving a final mark of at least 50% in the course, you must also:

- Contribute to **all** 10 compulsory discussion boards and you must not post late for more than 2 of these discussions.
- Complete all three internet exercises.
- Complete the practice multi-choice test
- Complete both of the online multi-choice tests during the prescribed timeframe. These become active for a 48 hour period over 2 specific weekends during the semester.
- Sit the final examination during the examination week.
- Achieve at least 40% in the final examination.

Communication of Additional Information

For any course content related questions or course administration queries or problems, please first go into the appropriate *Discussion board*. For unresolved queries relating to the above issues, contact Aaron Gazley, the MARK 151 Course Coordinator, email: aaron.gazley@vuw.ac.nz.

For technical help please make sure your computer meets the required specifications listed on the back of your DVD and that you have read the instructions covered in the front insert of the DVD and in the appendix of this document. For help with Blackboard please refer to the appendix of this document.

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_victoria/avcadademic/Publications.aspx

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/

APPENDIX

Information for Distance Students 2009

These guidelines have been prepared for distance students enrolled in MARK 151. **It is important that you read them thoroughly as they contain crucial information.**

Step-by-Step How to Get Started

1. Please put the DVD into your Drive. If the 'What do you want Windows to do' pops up – just click cancel.
2. Open up the DVD.
3. Copy the application MARK151_application.exe icon onto your desktop or into your programs folder. If you experience any messages just click cancel.
4. Start the application (double click the MARK151_application icon). We would advise enlarging the screen using the maximise button (top right hand corner for Windows – left for Mac).
5. Click on the 'Getting Started' button which is above the image of the lecturer.
6. Follow the instructions in Getting Started and watch all the introductory videos. Please follow all instructions (including clicking the 'Access Blackboard' button – see below – plus 'Key Dates' and 'Announcements').

Logging into Blackboard:

Log on using your SCS username and password.

a. **SCS username**

The *username* is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short first name). If the username already exists a number is added.

eg Darren Hay - haydarr, or haydarr1 etc. **Your username is printed on your confirmation of study form**

b. **SCS password**

Your initial password is your student ID number.

When you log-on for the first time you must change your password for all the services to work. This is necessary for the security of your account. More information on changing your password is available via the password link at the top of any SCS webpage.

Once you have logged into Blackboard, select your course from under *My Courses*.

- c. If you are experiencing problems with logging onto Blackboard, contact SCS (ITS Helpdesk) normally by phone first (as this will tend to be the quicker option):

via Phone - available 8.00am-5.30pm weekdays (except during a staff meeting 3.00pm-4.00pm on Thursdays).

(04) 463 5050 - off campus

5050 - on campus

You can access all this information online at <http://www.vuw.ac.nz/scs>

via Email- emails will be answered between 10.00am-4.00pm weekdays

scs-help@vuw.ac.nz

7. Once you have completed the 'Getting Started' section please begin the course. Module 1.1 is in Section 1: *Introduction to Marketing*. You access it by clicking the *Customer* button near the top left corner.

Library Services

Look at the library website to see what the library offers for distance students

<http://www.vuw.ac.nz/library/services/distance/>.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

Lending Services

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

To make a request for books or journal articles, complete the electronic form at:

<http://www.vuw.ac.nz/library/services/distance/request.shtml>

or

Contact the Distance Lending Services:

Email: lending-distance@vuw.ac.nz

Telephone: 0800 700002

Fax: (04) 4636663

Post: Lending Services (Distance)
Victoria University of Wellington Library
PO Box 3438
Wellington

Access to Online Databases

You can search for journal articles using the online databases at <http://distance.scs.vuw.ac.nz/sites/>. Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once).

For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at

<http://www.vuw.ac.nz/library/services/ask>

Accessing Electronic Journals

1. To access electronic journals which the University subscribes to, follow these steps: Search for the journal on the Online Library Catalogue (<http://victoria.conzulsys.ac.nz/>)
2. If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field. Make a note of the database.
3. Go to the online databases page for off-campus students (<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.
4. You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
5. You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.

Submitting Internet Exercises

Please follow the guidelines below when submitting your three internet exercises:

Electronic Submission

Requirements for electronic documents:

- Files to be saved in Microsoft Word (.doc) Page size to be set at A4
- Margins to be at least 2cm (preferably 5cm for the left margin)
- 1.5 line spacing
- 12 point font size
- Include page numbers
- Include a title page which shows the course number and name, your name, the course lecturer, the title of the assignment, and the date the assignment is due
- Provide a word count at the end of the assignment

Please go to the *Assessment* section in the main menu in Blackboard for more information.