

School of Marketing and International Business

MARK 101 Principles of Marketing

Trimester One 2010

COURSE OUTLINE

Names and Contact Details

Lecturer: Peter November, room 1102 in Rutherford House, telephone: 463-5431, email: peter.november@vuw.ac.nz. (put 'MARK 101' in the subject). My office hours are after each lecture and in the foyer of the Maclaurin building.

Course Administration: Helen Hynes, Room 1295a Easterfield Bldg, Phone 463-8154, email: helen.hynes@vuw.ac.nz

Trimester Date

Teaching Period: Monday 1st March – Friday 4th June 2010

Study Period: Monday 7th June – Thursday 10th June 2010

Examination Period: Friday 11th June – Wednesday 30th June 2010 (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 from Courses:

Information available via

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>

Withdrawal dates: refunds:

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

Class Times and Room Numbers

Monday	10.00 - 10.50 CRN 8507	MCLT103
	12.00 - 12.50 CRN 10047	MCLT103
Wednesday	10.00 - 10.50 CRN 8507	MCLT103
	12.00 - 12.50 CRN 10047	MCLT103

Course Content

Introduction

- | | |
|---------|----------------------|
| 1 March | Course Introduction |
| 3 March | History of Marketing |

Marketing analysis

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| 8 March | Market Identification |
| 10 March | Market Size |
| 15 March | Market Dynamics |
| 17 March | Buyer Behaviour |
| 22 March | The Seller |
| 24 March | Competitors |
| 29 March | The REST |
| 31 March | Marketing Research |

Mid term break ~ Easter

Marketing decisions

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| 19 April | Product Range and New Product Development |
| 21 April | Marketing Management and the Marketing Mix |
| 26 April | Product Mix 1 |
| 28 April | Product Mix 2 |
| 3 May | Product Mix 3 |
| 5 May | Pricing Mix |
| 10 May | Communication Mix 1a |
| 12 May | Communication Mix 1b |
| 17 May | Communication Mix 2 |
| 19 May | Communication Mix 3 |
| 24 May | Communication Mix 4 |
| 26 May | Delivery Mix |

Applications of marketing

- | | |
|--------|------------------------|
| 31 May | Review for Examination |
| 2 June | Review for Examination |

Course Learning Objectives

After completing MARK 101, 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

Normal lectures combined with a system of tutorial advice available on a 'call-in and discuss' basis at times and places that will be made clear in the first lecture and through Blackboard.

Expected Workload

MARK 101 should generally involve about 10 hours per week of work which includes attending lectures, writing answers to lecture questions, interview discussions, and going over lecture material.

Readings

There is no required textbook for the course, however students will find any introductory text book useful. Textbooks may be made available through the short term loan system in the library as well as through the ordinary library loan system.

Materials and Equipment

A collection of lecture slides and previous examination papers is available for purchase from VicBooks: 'MARK 101 Principles of Marketing Workbook'. No additional materials or equipment are necessary for this class or the final examination.

Assessment Requirements

You will be given questions in each lecture to answer in a note book. In addition you will need to interview 20 other students from the course at the rate of one each lecture and enter this interview in your note book. Instructions on how to do this will be given on Blackboard. This note book will be collected in your lecture on 31st May and will be worth 30% of your marks. Your note book will be accompanied by a typed questions/interview review that will be worth 10% of your marks.

There will be an open book final examination worth 60%.

All objectives will be assessed using the journal and in the final examination.

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

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period from Examination Period: Friday 11th June – Wednesday 30th June 2010.

Penalties

Work handed in late will not be marked.

Mandatory Course Requirements

To obtain mandatory course requirements in MARK 101, students must attain a minimum grade of 40% in the final examination.

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

Class representative

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Any additional information on this course will be provided on Blackboard.

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>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/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/