

School of Marketing and International Business

MARK 401 ADVANCED MARKETING MANAGEMENT

Trimester One 2010

COURSE OUTLINE

Names and Contact Details

Aaron Gazley, RH 1103, Ph: 4635725, email: aaron.gazley@vuw.ac.nz (Course Co-ordinator)
Office hours: Tuesday 10:30 – 12.30pm

Professor Peter Thirkell, RH 1105, Ph: 463 5086, email: peter.thirkell@vuw.ac.nz
Office hours: Wednesday 2:00 – 3.30pm

Jayne Krisjanous, RH 1118, Ph: 463 6023, email: jayne.krisjanous@vuw.ac.nz
Office hours: By appointment

Associate Professor Kim Fam, RH 1116, Ph: 4636459, email: kim.fam@vuw.ac.nz
Office hours: By appointment

Trimester Dates

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)

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/withdrawlsrefunds.aspx>

Class Times and Room Numbers

Sessions will be held in RWW128 on Mondays 9:30am – 12:20 pm.

Course Content

Students will be exposed to a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and more recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

Course schedule:

1 st March	Introduction – the marketing concept	<i>Subject introduction</i>
6 th March	History and development of marketing thought	
13 th March	Marketing – some fundamentals	
20 th March	Macro marketing and ethical perspectives	<i>Article critiques/presentations</i>
29 th March	Social Marketing	<i>Article critiques/presentations</i>
19 th April	Brand Marketing	<i>Essay due on 13th April</i>
26 th April	Brand Marketing/Brand Equity	<i>Article critiques/presentations</i>
3 rd May	Services Marketing	<i>Article critiques/presentations</i>
10 th May	Value Based Marketing	<i>Article critiques/presentations</i>
17 th May	Religion and Marketing	<i>Article critiques/presentations</i>
24 th May	Application of Religion and Values	<i>Article critiques/presentations</i>
31 st May	Pulling it all Together	<i>Essay Due on 31st May</i>

A Detailed reading list will be provided in class.

Course Learning Objectives

By the end of this course, students should be able to:

1. Discuss and critique the historical and ongoing development of marketing as a discipline.
2. Categorise, understand, and critically analyse the published literature in marketing.
3. Show a sound understanding of marketing constructs and models.
4. Demonstrate independent thought and strong conceptual skills,
5. Identify and synthesise relevant journal articles from the published literature.
6. Develop and defend a line of argument.

Course Delivery

MARK 401 consists of one three hour seminar each week.

Expected Workload

Students are expected to spend around 10-12 hours per week **on average** in classes, preparation and assignments.

Group Work

Students will be required to submit an article critique in groups of two and make an in-class presentation on one of the articles in the course schedule. At the end of the course, students will be asked to rate their group members to assess each members input in the group work. The Course Co-ordinator reserves the right to alter group work marks based on this information.

Readings

A list of Readings will be provided in the first week of class. Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches in the library. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

Materials and Equipment

No additional materials and equipment are required.

Assessment Requirements

MARK 401 is 60% internally assessed and 40% assessed through a final examination. Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall 'quality of mind' judgement by the examiners. In this respect, therefore, the adequacy of preparation for and quality of participation in class discussions will form part of the overall judgements by course lecturers.

Mark allocations for each assessment component are:

Written essay 1	20%
Written article critique	15%
Verbal article critique presentation	5%
Written Essay 2	20%
Final examination	40%
TOTAL	<u>100%</u>

Written Essay One

Individually write an essay of up to 2000 words selecting one from the following list of topics. Your essay must show evidence of independent library research and some reading (at least six salient references) around the topic under discussion.

- 1 "Relationship marketing is essential to the continuation of marketing as a vibrant management discipline." Discuss.
- 2 "Marketing as a discipline is well suited to help tackle the big issues faced by business and society as a whole during the first half of the twenty-first century."

- 3 “The downsizing of marketing departments in many organisations demonstrates that marketing is becoming irrelevant to modern business practice.” Discuss.
- 4 “In a time of major concerns about sustainability and the environment, marketing has become redundant as a key management discipline.” Discuss.
- 5 “The use of prolific social marketing in a country leads to reduced enjoyment and quality of life for its citizens”. Discuss whether you agree or disagree with the above statement and why.

Due date for essay: Mon 19th April in class

Article Critiques

From Week 4, each week a group of 2 students (in some weeks two groups) will be required to submit a **synopsis** and **critique** of one of the assigned articles. Word limit for the critique is 2000. Conciseness and ability to capture the essence of an article in the summary component will be rewarded. The critique should assess both strengths and weaknesses of the position adopted by the authors, along with an overall assessment of the value of the contribution made by the article. You are expected to read outside of the article that you are critiquing. The critique should have four sections (these need not be the sub-headings).

- **Introduction** – Here provide a brief review of the literature.
- **Summary** – Summarize the article, how does it fit in the literature that you have summarized in the introductory section.
- **Critique** – identify the strengths & weaknesses of the article.
Note: Critiquing the article is different from criticizing the article or the author.
- **Conclude** – Provide conclusion by identifying areas of future research.

YOU ARE REQUIRED TO PRESENT YOUR CRITIQUE IN CLASS for a period of 15 minutes. Students should allow 2 - 3 minutes for questions at the end. Students will then lead a discussion of the article. The length of the discussion can vary depending upon the interest generated & other points that might flow out of the discussion. As a guide however, prepare to lead the class discussion for at least 10 minutes. Allocation of groups and topics will be undertaken during class in the first week.

Written Essay 2

Details will be provided in class.

Due date for essay: Mon 31st May in class

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 **Examination Period: Friday 11^h June – Wednesday 30th June 2010.**

Penalties

A 10% penalty will be incurred for every day of late submission. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the Course Co-ordinator.

Mandatory Course Requirements

To meet mandatory course requirements in MARK 401, students must submit all of the assigned work as outlined in the course outline. Students must obtain a minimum mark of 50% in the final examination, and 50% overall, to obtain a pass grade for this course.

Communication of Additional Information

Any additional information or changes will be communicated in class, or via email.

Use of Turnitin (if applicable)

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com> Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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/avcademic/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/