

School of Marketing & International Business

MARK 101 Principles of Marketing

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Course Coordinator /Lecturer: LayPeng Tan
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Office Hours/Location: 11-12noon, Monday and Wednesday, EA 125a Easterfield

Lecturer: Sarena Saunders
Office: EA 125a Easterfield
Phone: 463 8154
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Office Hours/Location: 11-12noon, Monday, EA 125a Easterfield

Course Administrator: Helen Hynes
Office: RH 1130, Rutherford House
Phone: 463 5529
E-mail: helen.hynes@vuw.ac.nz
Office Hours/Location: 9.30am – 12.30pm, Wednesday, EA005

Tutor Contact Details

Contact details for all tutors will be available on Blackboard.

Trimester Dates

Teaching Period: Monday 12th July – Friday 15th October 2010

Study Period: Monday 18th October – Thursday 21st October 2010

Examination Period: Friday 22nd October – Saturday 13th November 2010 (inclusive)

Withdrawal from Courses:

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute <http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times and Room Numbers

CRN16018 Monday and Wednesday 10:00 am - 10:50 am Maclaurin LT103

CRN16017 Monday and Wednesday 12:00 pm - 12:50 pm Student Union MT228

Tutorials

Tutorials will commence in week 3 of the trimester. Tentative days and times for tutorials will be placed on Blackboard. Signing-up for tutorials will be through the S-cubed tutorial registration system. A link to which will also be placed on Blackboard. **S-cubed will open at 2pm on Monday 12th July and close at 10am Monday 19th July**. Tutorial times and membership will be confirmed and finalised by week 2.

Course Content

A course schedule, including assigned readings, is provided below. Please note that the course schedule and content may be subjected to minor modifications as the trimester progresses. Should this happen, announcements will be made via Blackboard or at the lectures.

Course Schedule

Teaching Week	Topic	Tutorial (Key Activities)	Required Readings Text/Chapter
Week 1 (LayPeng: LP)	Course Introduction, Marketing Overview	No Tutorial	1
Week 2 (LP)	Strategic Planning, Marketing Environment & Market Research	No Tutorial	2&3
Week 3 (Sarena: SS)	Consumer Behaviour & Organisational Behaviour	T1: Issuance of Major Assignment & Case Discussion Workshop	4
Week 4 (SS)	Target Marketing Strategies and Customer Relationship Management	T2: Major Project & Class Discussion	5
Week 5 (SS)	Creating and Managing Products	T3: Case Discussion	6
Week 6 (SS)	Services Marketing	T4: Case Discussion	11
Midterm Test in class (18 August 2010, Wed)			
Mid-Break			
Week 7 (LP)	Pricing	T5: Major Project & Class Discussion	7
Week 8 (LP)	Integrated Marketing Communications (IMC): Advertising & Sales Promo	T6: Case Discussion	8
Week 9 (LP)	Other Elements of IMC: Direct Marketing, Internet Marketing etc	No Formal tutorial – Project Consultation with tutor	9
Major Assignment DUE (24 Sept 2010, Fri) 12noon			
Week 10 (SS & Guest Lecturer)	Distribution, Logistics & Retailing		10
Week 11 (SS)	Global Marketing, Ethics and Regulations in Marketing		12 & 13
Week 12 (SS & LP)	Review for Examination (Part 1 & 2)		

Course Learning Objectives

The main objective of MARK 101 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. After completing MARK 101, students will have the knowledge and ability 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

MARK 101 consists of a combination of lectures and tutorials. The purpose of the tutorials is to practically apply the material learnt in lectures.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **10 hours per week** in reading, tutorial preparation, assignments and thinking about the course material. It is vital that you come to all lectures and tutorials. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these **cannot** be used as a substitute for coming to lectures or tutorials. The lecture notes are only to provide a framework of the lectures.

Group Work

Students will have the option to complete the major assignment either individually or in-pairs (group of two). For more details please see the assessment section of this outline.

Readings

The prescribed text for the course is:

Solomon, M., Charbonneau, J., Hughes, A., Chitty, B., Marshall, G. & Stuart, E. (2009). Marketing: Real People, Real Choices. Adaptation Edition. Pearson Education New Zealand (ISBN: 978-1-4425-00396-6)

All students will also be granted access to the publisher's online resources via *MyMarketingLab*. Further information and a link of to the site will be provided on Blackboard.

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates. The course will be drawing on a number of sources and texts. Additional materials such as case studies and readings will be made available to course participants via Blackboard. Copies of the course text have been deposited in both the Kelburn and Commerce Libraries. However, students are strongly advised to purchase the course text.

Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

Assessment Requirements

The assessment is structured as follows:

Assessment	Due Date	Value	Objectives Assessed
Major Assignment: Market Analysis Report	24 Sept, Fri, 12noon	15%	2,4,5,6
Tutorial Participation	Tutorials	10%	3,4,5
Mid-Term Test	18 Aug (in-class)	20%	1,5
Final Examination	Exam Period	55%	1,2,4,5

Major Assignment: Market Analysis Report

Students will have the option to complete the major assignment either individually or in a group of two. This will be coordinated by your tutors in Tutorial 1. The assignment will involve work outside of scheduled class time. Assessment will be based on the quality of the submitted report. If the assignment is completed in a group, both group members will receive the same mark, assuming that both students contribute to the assignment equally.

Further information about this assignment and the marking guide will be provided in a separate handout (Major Assignment Guide) via Blackboard. **Word limit: 2,500 words maximum.**

Tutorial Participation

Each student is expected to participate actively and constructively in all tutorials. Further information about tutorial activities and a marking guide will be provided in a separate handout (Tutorial Guide) via Blackboard. To achieve a high grade for tutorial participation, students must offer constructive comments during tutorial discussions.

Mid-Term Test

The test will be held in **Week 6 during class on Wednesday 18th August**. The format is multi-choice. It is a closed book test and the time allowed for completion will be 45 minutes.

The content of the test will be all the material covered in lectures up to and including Week 6's lecture, and all the textbook chapters specified in the lecture outline to that date (i.e., chapters. 1, 2, 3, 4, 5, 6, & 11).

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 **Friday 22nd October – Saturday 13th November 2010 (inclusive)**

Please 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.

Penalties

The following penalties apply in MARK101:

Late Penalty: There will be a penalty of 10% for each day the major assessment is submitted late unless written permission for an extension has been obtained in advance from the Course Coordinator. Work handed in late for more than two days from the due date will not be marked.

Word Count: Word limit for the major assignment is 2,500 words maximum. Failure to adhere to the word limit will incur a penalty of 3% for each 250 words over the limit.

Mandatory Course Requirements

In order to pass MARK 101, in addition to achieving a final mark of at least 50% in the course, you must also achieve at least 40% in the final examination.

Class Representative

A class representative will be elected in the first class. The name and contact details of the representative will be made 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

Additional University information is available on the MARK101 Blackboard site. Additional information specific to MARK101 will be communicated in class or on the MARK101 Blackboard site. Please check Blackboard regularly.

Use of Turnitin

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/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/