

School of Marketing and International Business

MARK 201 MARKETING MANAGEMENT
Trimester Two 2010
COURSE OUTLINE

Names and Contact Details

Dr. Micael-Lee Johnstone

Lecturer/Course Coordinator

Room 1124

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Office Hours

To be advised.

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

Lectures

Tuesday 14.40 – 16.30 RH LT1

Commencing 13th July 2010

Workshops

Friday 14.40 – 15.30 RH LT1 on 06/08, 17/09, 15/10

Course Content

Marketing Management focuses on strategic issues within an organisation – the overall goal is to create exchanges that satisfy the target market as well as the organisation’s objectives. This involves conducting market analysis, identifying fundamental shifts in customer needs and buying patterns, creating and delivering customer value, understanding stakeholders’ needs and the market environment, managing the marketing mix, and implementing marketing strategies. Central to the development of marketing strategies is the ability to assess the organisation’s strengths and weaknesses, identify opportunities and threats, and understand market demand.

Course Learning Objectives

Upon completing this course students should be able to:

- 1) Explain and apply marketing concepts to strategic marketing planning
- 2) Identify essential factors that should be considered when developing a marketing strategy
- 3) Design and organise the marketing mix and its constituent parts
- 4) Use financial problem-solving techniques to marketing opportunity analysis
- 5) Produce a marketing plan

Course Delivery: *This is a tentative schedule, which is subject to change.*

Week	Tutorials	Classes	Topics	Assessment Dates	Readings
1		Tues 13 th July	Strategic Marketing Planning and Branding		Healy Chapter 1
2		Tues 20 th July	Market Definition and Customer Analysis		Best pp.69-91 and Chapter 5
3	Week beginning 26/07 Tutorial 1	Tues 27 th July	Strategic Marketing Analysis		Best Chapter 6 Healy Chapters 2 and 5
4	Week beginning 02/08 Tutorial 2	Tues 03 rd Aug Workshop Fri 06th Aug	Marketing Strategies		Best Chapters 12 and 13
5	Week beginning 09/08 Tutorial 3	Tues 10 th Aug	Product Strategies and Positioning Strategies		Best Chapter 7
6	Week beginning 16/08 Tutorial 4	Tues 17 th Aug	Communication Strategies	Assignment One Due Thursday 19th August 4pm	Readings
			23rd Aug – 05th Sept	Mid-trimester Break	
7	Week beginning 06/09 Tutorial 5	Tues 07 th Sept	Pricing Strategies		Best Chapter 8
8	Week beginning 13/09 Tutorial 6	Tues 14 th Sept Workshop Fri 17th Sept	Distribution Strategies and Strategic Alliances		Best Chapter 9 Healy Chapter 9
9	Week beginning 20/09 Tutorial 7	Tues 21 st Sept	Evaluation & Control and Financial Measures	Assignment Two Due Presentation Week 20/09 – 24/09	Healy Chapter 10 Best Chapter 2
10		Tues 28 th Sept	Brand Management	Assignment Three Due Thursday 30th Sept 4pm	Readings
11		Tues 05 th Oct	Marketing Ethics		Readings
12		Tues 12 th Oct Workshop Fri 15th Oct	Course Overview and Exam Briefing	Friday 15th Oct Workshop To be confirmed after the trimester break	

Tutorials

Tutorial attendance and participation is an essential part of MARK 201. It is particularly important that you read the assigned reading material before attending tutorials. A tutorial schedule, along with instructions, will be posted on *Blackboard* at the beginning of the trimester. Tutorials will commence in **Week 3**, the week beginning **Monday 26 July 2010**.

Tutorial marks will only be calculated if you *attend* and *participate* in your tutorial streams. Students will not be allocated marks for attending a different stream, nor will they be allocated marks if they attend only part of the stream. If you are unable to attend your tutorial stream due to exceptional circumstances (e.g. illness with supporting medical documents), you will need to contact Helen Hynes helen.hynes@vuw.ac.nz who will discuss your options with you.

Expected Workload

Over the trimester, students should generally spend approximately 10 hours per week on MARK 201. This includes lecture and tutorial attendance, reading the course material, and working on assignments. Here is a provisional breakdown:

	<u>Hours</u>
Class & Tutorial Attendance	2 – 3
Reading & Study	2 – 3
Course Projects	4 – 5 (including group work)

While lecture notes will be available on the course website, these cannot be used as a substitute for attending lectures or tutorials, as they provide a framework of the lecture only.

Group Work

Assignments 1, 2 and 3 involve group work to varying degrees. Please refer to the table below (Page 4) to see how the marks will be allocated. Students will be assigned to a group (a maximum of 3 per group) in Tutorial 2. If a group experiences difficulties with their group work, students should approach their tutor first to try to resolve these differences. The group, or individuals from the group, will be counselled by the tutor on the procedures open to them to resolve the group's problems. The following steps should be adhered to:

- 1) Students should try to resolve the problems within the group first before approaching a third party.
- 2) Students should meet with their tutor to try to resolve their differences.
- 3) The tutor will arrange for students to meet with the Course Coordinator who will endeavour to resolve the group's problems.

Steps 1 to 3 must be completed before the assignment is handed in. In circumstances where outstanding issues are not resolved, Step 4) will be implemented.

- 4) Students must complete a 'Peer Assessment' form, available from the Course Coordinator, and this must be submitted before the assignment marks are released.

If there are differences in the peer assessment forms, the student(s) will be required to meet with the Course Coordinator to discuss the discrepancy.

Readings

The Prescribed textbook for MARK 201 is:

Best, Roger J. (2009), *Market-Based Management: Strategies for Growing Customer Value and Profitability*, 5th Ed., Pearson Prentice Hall.

The Recommended text is:

Healy, Genevieve (2004), *Strategic Marketing Analysis*, 2nd Edition, Cengage Learning.

Additional resources, including the books above, have been placed on Closed Reserve. Refer to the Course Reserve list on the library site: <http://www.victoria.ac.nz/library/>

The prescribed and recommended texts can be purchased from the University Bookshop. For study purposes, you are strongly recommended to take notes from both books.

Materials and Equipment

Calculators will be required for tutorial work. Silent, non-programmable calculators are permitted for use during the final examination.

Assessment Requirements

No.	Assessment	%	Due Date
1	Strategic Analysis Report (PART A) – Individual assignment (15%) Written report (Group work component – supportive role) (Objectives 1 & 2)	15	Thursday 19 th August 2010, 4pm
2	Strategic Marketing Plan (PART B) – Group presentation (5% shared group mark, 15% individual mark) (Objectives 1 – 4)	20	Presentations from 20 th Sept – 24 th September in tutorials
3	Strategic Marketing Plan (PART C) – Group Assignment Written report (Objectives 1 – 5)	10	Thursday 30 th September 4pm
4	Tutorial participation (Objectives 1 & 2)	5	Tutorials 2, 3, 4, 5, 7
5	Exam (External assessment) 2 hour exam, closed book, silent non-programmable calculators required. (Objectives 1 – 4)	50	TBA
		100	

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

Handing in assignments

Post Assignments 1 and 3 in the MARK 201 assignment box located in Rutherford House mezzanine level by the due date and time. Any work received after that time will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed-in by the ground floor Student and Academic Services staff. Do NOT slide them under doors or put them into the box after the due date. Assignments must also be submitted to *Blackboard* by the due date and time.

Returning Assignments

Where possible, assignments will be returned to students in class (for example, during lectures or tutorials), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Extensions

Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) by the MARK 201 Course Coordinator, and only in consultation with the Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged before the due date.

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct, which can be downloaded from the policy website. You could fail your course or even be suspended from the University. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website at: www.vuw.ac.nz/home/studying/plagiarism.html. Your assignments will be submitted to *Turnitin* so be sure to correctly cite all your references. It is not worth the risk!

Page limits: Clear page limits are stated for each assignment. Failure to adhere to these limits will incur a penalty of **5 marks of the total available grade for every page that is over the limit**. (Note: all assignments must use 1.5 spacing, Times New Roman font, margin size 2.5cm on top, bottom, left, and right).

Mandatory Course Requirements

- In order to pass this course, students must complete the following pieces of internal assessment:
 - (1) Assignment One – Strategic Analysis Report
 - (2) Assignment Two – Presentation
 - (3) Assignment Three – Strategic Marketing Plan
- Attain a minimum grade of 40% in the final exam.
- Tutorial One is mandatory.

The overall pass mark for this course will be 50% of the total marks i.e. 50/100. Failure to meet the 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 or changes will be communicated at the beginning of lectures, added to the MARK 201 *Blackboard* announcements and/or communicated via e-mail. The course outline, course notes, and other learning material will be available on *Blackboard*. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your SCS username and student ID. Click on the MARK 201 course heading under My Courses. It is your responsibility to ensure you check *Blackboard* on a regular basis. The lecturer or tutors cannot be held responsible if you do not check the notices on *Blackboard* regularly.

Dissemination of Grades: **At the end of the semester**, all internal assessment marks will be displayed on *Blackboard*. All students are requested to check these – any discrepancies should be reported to the Course Coordinator as soon as possible.

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/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/