

Victoria Management School

MMBA 518 Marketing Management

Trimester Two 2010

COURSE OUTLINE

Contact details:

Course Co-ordinator:

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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 (*assuming it has 12 weeks of lectures, otherwise modify accordingly*) 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 dates and times:

Start Date: Wednesday 14 July 2010

Lecture Times: Wednesday 17:40 to 19:30

Location: RHLT3

Final Examination: The course has a three hour final examination, to be held in the period of 22 October to 13 November 2010.

Course Objectives

MMBA 518 presents an overview of the Marketing process and the key Marketing Management decisions in the areas of product and service policy, pricing, promotion, and distribution. Particular emphasis will be placed on the development of analytical approaches to Marketing in the New Zealand context.

On completion of MMBA 518, Course Participants should be able to:

1. Analyse marketing problems in terms of the set of influences acting on a Marketing decision-maker.
2. Provide a conceptual framework within which both the marketing management function and linkages to other functional areas can be understood.
3. Apply marketing concepts to current problems and opportunities faced by private and public sector organisations.
4. Consider marketing practice themes across industry types (fastmoving consumer, consumer durables, financial services, other services, business to business).

Course Content

The course will consist of lectures and class discussion sessions, case-study analysis and written assignments. It is particularly important that you read assigned material before attending each lecture and tutorial. Advance preparation and participation in class discussions play a vital part in your reaching the objectives for the course.

Course Workload

You are expected to spend an average of 10 hours per week on the various activities associated with MMBA 518. An indicative breakdown of how this time will be spent, per week, is as follows:

	<u>Hours</u>
Class time	2
Reading	2
Case Preparation	2
Project	4
Total	<u>10</u>

Individual Work

While the Victoria MBA programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignment before it has been marked.

Readings

The recommended textbook for MMBA 518 is Philip Kotler & Kevin Lane 'Marketing Management' Prentice Hall, 2009, 13th edition.

Additional materials such as readings, etc. will be made available to Course Participants during the Course.

Materials and Equipment

It is expected that all assignment submissions will be prepared on white bond paper using PC technology and submitted in hard copy. All other assessment materials will be supplied. The final

examination will require hand-written responses to questions to be submitted in a VUW examination booklet.

Assessment Requirements

Mark allocations for each assessed component are:

Case Study: 35%

You are required to analyse a business case, which will be made available to you at the beginning of the course. Further information about the expectations of the analysis will be discussed in class. Each case report should be no more than 1500 words, and is due on *Wednesday, 8 September 2010*.

Marketing Report 15%

The objective of the report is to develop marketing analytic skills by assessing a marketing problem. Working in groups of 4 – 5, you will examine a marketing problem by utilising concepts and theories outlined in class and making suitable recommendations. The 5,000 word document is due on *Wednesday, 13 October 2010*. Further details of the project will be discussed in class.

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.

Final Examination 50%

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

Penalties

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the total marks available per day of lateness. Assignments more than one week late will not be accepted. A “zero” mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should discuss waiver of the penalty with the course co-ordinator prior to the deadline date.

Mandatory Course Requirements

Obtaining Terms

To obtain terms to sit the final examination in this course, students are required to attend classes, submit the case study analysis, fully participate in developing and submitting the written marketing project, and achieve at least fifty percent of the total marks available for term work.

Passing the Course

In order to pass this course, students are required to obtain at least forty percent of the final examination marks available, and obtain at least fifty percent of the overall course marks available.

Class Representative

A class representative will be elected in the first class, and that person’s name and contact details 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.

Grading Standards

The following broad indicative characterisations of assessment will apply in grading assignments and the exam:

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K	failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment. Note this is a failing grade.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Communication of Additional Information

Communication to students will take the form of emails for notices and reminders, and the use of Blackboard for displaying class notes and lecture slides, which will be posted the day following the lecture.

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/

Lecture Schedule – MMBA 518

Week	Date	Lecture Topic	Preparation
1.	14 July	Introduction: What is marketing? The Marketing Concept	Ch 1
2.	21 July	Marketing Information & Research <i>Case: Fly Buys</i>	Ch 3 & 4
3.	28 July	Buyer Behaviour	Ch 6 & 7
4.	4 August	Market Segmentation & Positioning <i>Case: Edgewater Marina</i>	Ch 8 & 10
5.	11 August	Product Policy & New Product Development <i>Case: Audi New Zealand</i>	Ch 12 & 20
6.	18 August	Pricing Policies <i>Case: Illy Coffee</i>	Ch 14
7.	8 September	Distribution Decisions <i>Case: Eddie Stobart</i>	Ch 15 & 16
8.	15 September	Building Strong Brands	Ch 9
9.	22 September	Promotion & Advertising	Ch 17, 18 & 19
10.	29 September	Marketing of Services <i>Case: Air New Zealand</i>	Ch 5 & 13
11.	6 October	Marketing Implementation	Ch 11 & 22
12.	13 October	Back to the beginning – an overview	