

School of Marketing and International Business

MARK 101 PRINCIPLES OF MARKETING

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Martyn Gosling
Contact: E-mail: martyn.gosling@vuw.ac.nz
Office Hours/Location: 11am–1200noon Tuesday and Thursday, or by appointment
EA 117, Easterfield Building, Kelburn

Course Administrator: Helen Hynes
Contact: E-mail: helen.hynes@vuw.ac.nz
Office Hours/Location: 1pm–4pm Tuesday and Thursday, or by appointment
EA 117, Easterfield Building, Kelburn

Tutors: Tutor contact details will be available on Blackboard

Trimester Dates

Teaching Period: Monday 28 February – Friday 3rd June
Study Period: Monday 6 June – Thursday 9 June
Examination Period: Friday 10 June – Saturday 2 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
2. The standard last date for withdrawal from this course is 14 May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *Application for Associate Dean's Permission to Withdraw Late* including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Attend the lecture stream – note the different course numbers - applicable to you.

CRN 10047	Tuesday and Thursday	10.00-10.50am	Maclaurin LT103
CRN 8507	Tuesday and Thursday	1.10-2.00pm	Maclaurin LT103

Tutorials

Tutorials begin in Week 3, commencing Monday 14 March. Schedules and locations will be placed on Blackboard. Signing up for tutorials will be through the S-cubed tutorial registration system. A link will be placed on Blackboard. **S-cubed will be open at 9am on Wednesday 2 March and close at 9am Monday 7 March.** Tutorial times and membership will be confirmed and finalised in week 2 and lists will be provided on Blackboard. Attendance at your confirmed tutorial is part of the course requirements. If you are unable to attend a tutorial due to exceptional circumstances you must contact Helen Hynes helen.hynes@vuw.ac.nz.

Course Content

MARK 101 provides an introduction to the study of marketing and its role in developing a strategic customer/client focus within commercial, public sector and not-for-profit organisations. The course schedule is provided below and is subject to minor amendment.

Teaching Week	Lecture Topic	Tutorial	Required Readings Text/Chapter
Week 1 1 and 3 March	Course Introduction, Marketing Overview, Role of Marketing as a Driver of Business	No Tutorial	1
Week 2 8 and 10 March	Strategic Planning, Marketing Environment and Market Research	No Tutorial	2 and 3
Week 3 15 and 17 March	Consumer and Organisational Behaviour. International perspectives. Assignment (Market Analysis Report)	T1: Introductions Marketing. Buyer behaviour	4
Week 4 22 and 24 March	Target Marketing Strategies and Customer Relationship Management	T2: Assignment and Environmental Analysis	5
Week 5 29 and 31 March	Creating and Managing Products	T3: Case analysis: Cadbury	6
Week 6 5 and 7 April	Services Marketing	T4: Case analysis: OBO	11
Week 7 12 and 14 April	Pricing (12/4) and Mid-Term Test (14/4)	T5: Product Life Cycle	7
Mid Term Break			
Week 8 3 and 5 May	Integrated Marketing Communications: Advertising and Promotion	T6: Assignment discussion.	8
Week 9 10 and 12 May	Direct Marketing, Internet Marketing.	T7: Case analysis: Apple pricing	9
Major Assignment DUE start of lecture 12 May			
Week 10 17 and 19 May	Distribution, Logistics and Retailing	No Tutorial	10
Week 11 24 and 26 May	Ethics, Marketing Law and Regulation International Marketing	No Tutorial	12 and 13

Week 12 31 May and 2 June	Review for Examination	No Tutorial	
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Course Learning Objectives

MARK 101 provides students with an introduction to marketing principles, theory and practice, and the key role of marketing within the economy, organisations and society across the commercial, government, and not-for-profit sectors. In particular, students will recognise the function of marketing and markets as the key driver and shaper of any organisation and the integration of marketing with other business and commercial disciplines.

Students who successfully complete MARK 101 will have the knowledge and ability to:

1. Describe common 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 the Pacific Basin and global perspective;
5. Analyse marketing problems associated with marketing decisions and present coherent solutions to such problems; and
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. It will be very hard for you to achieve the course objectives to any reasonable standard without attendance and earnest participation in lectures and tutorials.

Lecture notes will be available on Blackboard prior to each lecture but these only provide a framework and cannot be used as a substitute for attendance.

Tutorials enable focus on key points from the lectures, and allow students to discuss and apply the material learned in lectures. It is essential that you read and become familiar with tutorial material and case studies before attending the tutorial. It is helpful to read *How to Analyse Case Studies* on page 510 of the textbook prior to the first tutorial. Each student is expected to participate actively and constructively in all tutorials.

Expected Workload

MARK 101 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 101. This includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination.

Group Work

There is no group work in MARK 101.

Readings

The prescribed text for the course is:

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

The Kelburn and Commerce Libraries hold copies but you are strongly advised to buy the text.

You are expected to read the relevant chapters, as on the course outline, prior to the lectures.

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

Further readings and case studies will be drawn upon and made available on Blackboard.

Materials and Equipment

No additional materials and equipment are necessary for this class or final examination. A silent and non-programmable calculator will be permitted in the final examination.

Assessment Requirements

You will be assessed for evidence of learning, for your understanding of marketing principles, and your ability to apply them practically.

Assessment	Due Date	Value	Objectives Assessed
Assignment (2500 words): Market Analysis Report	Start of class Thursday 12 May	25 percent	2,4,5,6
Mid-Term Test (45 minutes)	During class 14 April	25 percent	1,5
Final Examination (2 hours)	Exam Period	50 percent	1,2,3,4,5

The assessment is structured as follows:

Assignment: Market Analysis Report

Students will complete the Major Assignment individually. The assignment will involve work outside scheduled class time. The report has a word limit of 2500 words.

Assessment will be based on the quality of the submitted report. This includes grammatical and spelling accuracy. Students must file an electronic as well as a paper version.

Further information on this assignment and the marking guide will be provided in a separate handout on Blackboard. See Penalties and Use of Turnitin below.

Mid-Term Test

The multi-choice test will be held in **week 7 during class on 14 April**. This is a closed-book test and the time allowed for completion is 45 minutes. The content of the test will be all the material covered in lectures up to and including week 7's lecture, and all the textbook chapters specified in the course content to that date (chapters 1,2,3,4,5,6,7 and 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 from **Friday 10 June – Saturday 2 July 2011**.

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 will be imposed:

Late Penalty: A penalty amounting to 10 percent of the available grade will be deducted **for each day** the major assignment is submitted after the due time unless written permission has been obtained in advance from the Course Coordinator. For example, an assignment that was graded at, say, 78 percent, that was one day late, would be marked down to 68 percent. Reports handed in more than two days after the due date will not be marked unless an extension has been provided. These deadlines also apply to electronic submissions. In addition, electronic files that cannot be accessed will be deemed late and will incur penalties.

Word Count: The word limit for the assignment is 2500 words. Failure to adhere to the word limit will incur a penalty of 5 percent of available marks for each 250 words over the limit.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct. This Statute can be downloaded from the policy website and a link is provided below. Penalties include failing the course and suspension from University. You are strongly advised to consult the Academic Integrity and Plagiarism policy website at the link provided below. Your assignments may be submitted to **Turnitin**.

Mandatory Course Requirements

To meet the mandatory course requirements for MARK 101, students must:

1. Attend and participate in five of the seven tutorials;
2. Submit the major assignment;
3. Achieve at least 40 percent in the final examination; and
4. Achieve a final mark of at least 50 percent for the entire course.

Class Representative

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

Communication of Additional Information

Additional University information is available on the MARK 101 Blackboard site. Information specific to MARK 101 will be communicated in class or on Blackboard. Please check Blackboard regularly. On very rare occasions, emails may be sent to all students.

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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/