

School of Marketing and International Business

**MARK 201 MARKETING MANAGEMENT (DISTANCE)**

Trimester One 2011

**COURSE OUTLINE**

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**Names and Contact Details**

Course Coordinator/Lecturer: Martyn Gosling  
Contact: E-mail: [martyn.gosling@vuw.ac.nz](mailto:martyn.gosling@vuw.ac.nz)

Your first point of contact should be the course tutors through the online discussion boards 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. 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**

There are no class times for this Distance course. However you must complete a module per week from your DVD and post this on the Discussion Board according to the schedule.

**Course Content**

Marketing Management is a strategic function whereby an organisation determines what goods or services it will provide and how this effort will add value to its internal and external stakeholders. This requires skills in market analysis, identification of shifts in customer needs and buying patterns, and crafting the elements of a marketing mix into a coherent marketing strategy. Marketing Management is not limited to commercial firms.

MARK 201 Distance develops theoretical and applied aspects of developing and delivering marketing strategies for products and services in different marketing environments. Central to this is an understanding of market definitions and analysis of demand.

The course is provided in 10 modules:

#### SECTION 1: INTRODUCTION AND SITUATIONAL ANALYSIS

Module 1.1 – Marketing Planning and Marketing Analysis

Module 1.2 – Segmentation and Competitive Analysis

Module 1.3 – Market Measurement and Profitability

#### SECTION 2: OBJECTIVES AND MARKETING STRATEGIES

Module 2.1 – Marketing Strategies and Positioning

#### SECTION 3: MARKETING MIX

Module 3.1 – Product Development Programmes

Module 3.2 – Pricing Programmes

Module 3.3 – Advertising and Sales Promotion Programmes

Module 3.4 – Sales and Distribution

#### SECTION 4: COORDINATION, CONTROL AND SUMMARY

Module 4.1 – Coordination and Control

Module 4.2 – Course Summary

### **Course Learning Objectives**

By the end of 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 a marketing mix and its constituent parts;
4. Use financial problem-solving techniques to marketing opportunity analysis; and
5. Produce a Marketing Plan

### **Course Delivery**

All course content is located on your DVD and the Blackboard portal. Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

DVD: Instructions on how to run the DVD are provided in the front DVD insert and also in the Appendix of this document

Blackboard: Once you are into the course, you can navigate around using the left hand panel (main menu). Below are the key main menu items in the MARK 201 Distance site.

Announcements	This is the main communications system where the lecturer, tutor and course administrators will convey important information for students as matters arise.
Course Documents	Contains the Course Outline and other important material
Discussion	Used for the mandatory online postings, but also for posting queries and feedback
Staff	Contact details for lecturer and tutor
FAQ	A first stop if you have a query
Assessment	Details of the internet exercises, discussion board postings and tests
Gradebook	You'll be able to see your marks as you progress through the course
Tools	A swag of connections and applications that allow you to personalise your Blackboard and help make it work better for you.

### **Expected Workload**

MARK 201 Distance 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 201 Distance. This includes time preparing for and taking part in video lectures, video case studies, interactivities, assigned readings, Discussion Board postings, preparing assignments and studying for the final examination.

It is vital that you meet the deadlines for all mandatory course assessments.

### **Group Work**

There is no group work in MARK 201 Distance.

### **Readings**

Before your course starts you should purchase the required text:

Gultinan, J.P., G.W. Paul and T.J. Madden, Marketing Management Strategies and Programs, 6th edition, McGraw-Hill, 1997 or 2003.

Victoria Book Centre has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz)

### **Materials and Equipment**

Please refer to the appendix at the back of this outline for reference to issues related to the use of the DVD and Blackboard website associated with MARK 201 Distance.

## Assessment Requirements

Assessment in MARK 201 Distance is comprised of weekly compulsory discussion board postings, three assignments, and a final examination. Further details will be provided in the *Assessment* folder in Blackboard.

Assessment	Due Date	Percent	Objectives Assessed
Situational Analysis Part A (1500 words)	Thursday 31 March, 8pm	10	1 and 2
Situational Analysis Part B (2500 words)	Monday 2 May, 8pm	20	1,2 and 4
Marketing Strategy (2000 words)	Thursday 26 May, 8pm	20	1-5
Final examination	Friday 10 June – Saturday 2 July 2011	50	1-4
		100	

### *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.

## 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.

## 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. In addition, electronic files that cannot be opened will be deemed late and will incur penalties.

**Word Count:** Failure to adhere to the word limit will incur a penalty of 5 percent of available marks for each 10 percent of words over the assignment 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 201 Distance, students must:

1. Contribute to a satisfactory standard to **all** 10 compulsory discussion boards. You must not post late for more than two of these;
2. Complete Assessments 1,2 and 3;
3. Achieve at least 40 percent in the final examination; and
4. Achieve a final mark of at least 50 percent for the course.

## **Communication of Additional Information**

For any course related questions or course administration queries or problems, including Blackboard issues, first go to the *Discussion* or *Announcements* section on Blackboard. Often solutions and hints will be provided by your classmate, tutor or course coordinator. For unresolved issues contact the course coordinator – email [martyn.gosling@vuw.ac.nz](mailto:martyn.gosling@vuw.ac.nz) .

At the end of the semester all internal assessment marks will be displayed on Blackboard. All students are requested to check these and any discrepancies reported to the course coordinator as soon as possible.

For technical help please ensure your computer meets the required specifications listed on the back of the DVD cover and that you have read all the instructions covered in the DVD insert, and in the Appendix to this course outline.

For help with Blackboard, see the Appendix to this course outline.

Make sure that you read the Blackboard *Announcements* page frequently. This is the primary vehicle for day-to-day administrative and teaching messages.

## **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**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://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](http://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](http://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](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/](http://www.victoria.ac.nz/st_services/mentoring/)

**APPENDIX**  
**Information for Distance Students**  
**2011**

These guidelines have been prepared for distance students enrolled in MARK 201 Distance.

**It is important that you read them thoroughly as they contain crucial information.**

### **How to Get Started**

1. Put the DVD into your Drive. If the 'What do you want Windows to do' pops up – just click cancel.
2. Open up the DVD.
3. Copy the application VicDistance.exe icon (or VicDistance.app in the Apple Mac users folder) onto your desktop or into your programs folder. If you experience any messages just click cancel.
4. Start the application (double click the VicDistance icon).
5. Click on the *Getting Started* button which is near the image of the lecturer.
6. Follow the instructions in Getting Started and watch the introductory video.
7. Please follow all instructions (including clicking the 'Access Blackboard' button – see below – plus 'Key Dates' and 'Announcements').

### **Logging into Blackboard:**

Log on using your SCS username and password.

#### **1. SCS username**

The username is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short first name). If the username already exists a number is added. eg Darren Hay - haydarr, or haydarr1 etc. **Your username is printed on your confirmation of study form.**

#### **2. SCS password**

Your initial password is your student ID number.

**When you log-on for the first time you must change your password for all the services to work.** This is necessary for the security of your account. More information on changing your password is available via the password link at the top of any SCS webpage.

Once you have completed the Getting Started section please begin the course.

### **Starting lessons:**

Once you have logged into Blackboard, select **MARK 201 Distance** from under *My Courses*

Module 1.1 is in *Section 1: Introduction & Situational Analysis*. You access it by clicking the *Customer* button near the top left corner.

### **If you are experiencing problems with logging onto Blackboard:**

Contact SCS (ITS Helpdesk) normally by phone as this will tend to be the quicker option:

**via Phone** - available 8.00am-5.30pm weekdays (except between 3.00pm-4.00pm on Thursdays).

(04) 463 5050 - off campus  
ext 5050 - on campus

**via Email:** emails will be answered between 10.00am-4.00pm weekdays

[scs-help@vuw.ac.nz](mailto:scs-help@vuw.ac.nz)

You can access all this information online at <http://www.vuw.ac.nz/scs>

### **Library Services**

Check the library website to see what the library offers for distance students <http://www.vuw.ac.nz/library/services/distance/>.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

### **Lending Services**

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

To make a request for books or journal articles, complete the electronic form at: <http://www.vuw.ac.nz/library/services/distance/request.shtml> *or*

Contact the Distance Lending Services:

Email: [lending-distance@vuw.ac.nz](mailto:lending-distance@vuw.ac.nz)  
Telephone: 0800 700002  
Fax: (04) 4636663  
Post: Lending Services (Distance)  
Victoria University of Wellington Library  
PO Box 3438  
Wellington

### **Access to Online Databases**

Search for journal articles using the online databases at <http://distance.scs.vuw.ac.nz/sites/>. Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once). For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at <http://www.vuw.ac.nz/library/services/ask>



## Accessing Electronic Journals

- To access electronic journals which the University subscribes to, follow these steps: Search for the journal on the Online Library Catalogue (<http://victoria.conzulsys.ac.nz/>)
- If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field.
- Make a note of the database.
- Go to the online databases page for off-campus students (<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.
- You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
- You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.

## Submitting Assessment

Please follow the guidelines below when submitting your reports:

### Electronic Submission

- Files to be saved in Microsoft Word (.doc) Page size to be set at A4
- Margins to be at least 2cm (preferably 5cm for the left margin)
- 1.5 line spacing
- 12 point font size
- Justified
- Include page numbers

The pages of this Course Outline are an example of the desired format.

- Include a title page which shows:
  - the course number and name
  - your name
  - the course lecturer
  - the title of the assignment
  - and the date the assignment is due
- Provide a word count at the end of the assignment

Please go to the **Assessment** section in the main menu in Blackboard for more information about how to submit online.