

School of Marketing and International Business

MARK 201 MARKETING MANAGEMENT

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Dr. Micael-Lee Johnstone
Lecturer/Course Coordinator
Room 1124
Level 11 – Rutherford House
Email: micael-lee.johnstone@vuw.ac.nz
Phone: 463 6933

Office Hours: Tuesday 11am – 12pm
Thursday 2pm – 3pm

Trimester Dates

Teaching Period: Monday 28th February – Friday 3rd June 2011
Study Period: Monday 6th June – Thursday 9th June 2011
Examination Period: Friday 10th June – Saturday 2nd July (inclusive) 2011

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11th March 2011.
2. The standard last date for withdrawal from this course is 14th 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

Lectures

Wednesday	10.30am – 11.20am	GBLT2
Thursday	10.30am – 11.20am	GBLT2

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 14th March 2011**.

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 Jessie Johnston jessie.johnston@vuw.ac.nz who will discuss your options with you.

Course Content

This course adopts an analytical and problem solving approach to the development and implementation of marketing activities and plans. Themes include marketing of services, financial analysis, branding, product development, and formulating the marketing mix.

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	Lectures	Topics	Assessment Dates	Readings
1		Wed 2 nd Mar Thurs 3 rd Mar	Strategic Marketing Planning		Mullins & Walker Jr. (2010) Chapters 2 and 15
2		Wed 9 th Mar Thurs 10 th Mar	Marketing Strategies Identifying Market Opportunities		Mullins & Walker Jr. (2010) Chapters 16 & 3
3	Week beginning 14 th March Tutorial 1: Strategy & Assign 1 (1%)	Wed 16 th Mar Thurs 17 th Mar	Strategic Marketing Analysis		Healy (2004) Chapter 2 Mullins & Walker Jr. (2010) Chapter 7
4	Week beginning 21 st March Tutorial 2: NPD & Assign 2 (1%)	Wed 23 rd Mar Thurs 24 th Mar	New Product Development (NPD) & Innovation		A reading will be posted on Blackboard
5	Week beginning 28 th March Tutorial 3: STP (1%)	Wed 30 th Mar Thurs 31 st Mar	Branding & Positioning	Assignment One Due Friday 1st April 12pm	Mullins & Walker Jr. (2010) Chapter 8
6	Week beginning 4 th April Tutorial 4 (Mandatory)	Wed 6 th April Thurs 7 th April	Product Decisions	Assignment Two Due Presentation Week	Mullins & Walker Jr. (2010) Chapters 10
7	Week beginning 11 th April Tutorial 5 (Mandatory)	Wed 13 th April Thurs 14 th April	Communication Decisions	Assignment Two Due Presentation Week Groups will be assigned in Tutorial 5	Mullins & Walker Jr. (2010) Chapter 13 An additional reading will be posted on Blackboard
		18/4 -29/4	Mid-trimester break		
8	Week beginning 2 nd May Tutorial 6: Promotion (1%)	Wed 4 th May Thurs 5 th May	Pricing Decisions		Mullins & Walker Jr. (2010) Chapter 11
9	Week beginning 9 th May Tutorial 7: Pricing (1%)	Wed 11 th May Thurs 12 th May	Distribution Decisions		Mullins & Walker Jr. (2010) Chapter 12
10		Wed 18 th May Thurs 19 th May	Evaluation & Control	Group Assignment Three Due Friday 20th May 2pm	Mullins & Walker Jr. (2010) Chapter 18 Healy (2004) Chapter10
11		Wed 25 th May Thurs 26 th May	Marketing Ethics		A reading will be posted on Blackboard
12		Wed 1 st June Thurs 2 nd June	Best presentations & product concepts Course Overview and Exam Briefing		

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 because they only provide a framework of the lecture.

Group Work

Assignment 3 involves group work. Students will be assigned to a group (a maximum of 3 per group) in **Tutorial 5**. 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

Prescribed text

Mullins, John W. and Walker Jr., Orville C. (2010), *Marketing Management: A strategic decision-making approach* (7th edition), McGraw-Hill.

Additional resources, including the book 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 text can be purchased from the University Bookshop. For study purposes, you are strongly recommended to take notes from this book.

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 Written report (Objectives 1 & 2)	20	Friday 1 st April 12pm
2	Individual Presentation (Objectives 1 & 2)	10	Presentations from 4 th April – 15 th April in tutorials
3	Strategic Marketing Plan (PART B) - Group assignment Written report (Objectives 1 – 5)	15	Friday 20 th May 2pm
4	Tutorial attendance & participation (Objectives 1 & 2)	5	Check the Course Delivery Schedule on page 3
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 from Friday 10th June – Saturday 2nd July 2011.

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 11th floor reception 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 have **5% deducted from the available grade for every page that is over the limit**. (Note: all assignments must use 1.5 spacing, Times New Roman 12 font, margin size 2.5cm on top, bottom, left, and right margins).

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.
- Tutorials four and five are 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 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

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

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/