

School of Marketing and International Business

MARK 401 ADVANCED MARKETING MANAGEMENT

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Dr Jayne Krisjanous (Course Coordinator)

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Professor Peter Thirkell

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URL: <http://www.vuw.ac.nz/smib>

Office Hours for Jayne Krisjanous: Tuesday 1030-1130, or by arrangement

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 2011 (inclusive)

Withdrawal from Courses:

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

Sessions will be held RH 1113 Mondays 1.40 pm to 4.30 pm

Course Content

The formulation of effective marketing programmes and plans; including examination of the theoretical bases which underlie product and service policy, brand management, pricing strategies, marketing communications, and distribution systems.

Students will be exposed to a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and more recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

Course Learning Objectives

By the end of this course, students should be able to:

1. Discuss and critique the historical and ongoing development of marketing as a discipline.
2. Categorise, understand, and critically analyse the published literature in marketing.
3. Show a sound understanding of marketing constructs and models.
4. Demonstrate independent thought and strong conceptual skills.
5. Identify and synthesise relevant journal articles from the published literature.
6. Develop and defend a line of argument.

Course Delivery

MARK 401 consists of one three hour seminar each week.

Course Schedule:

Date	Topic	Student presentations	Convener
Week1 28th Feb	Welcome Introduction –The Marketing Concept		Jayne Krisjanous/ Peter Thirkell
Week2 7th Mar	History and Development of Marketing Thought		Peter Thirkell
Week 3 14th Mar	Marketing – Some Fundamentals	Article critiques/presentation	Peter Thirkell
Week4 21st Mar	Macro Marketing	Article critiques/presentation	Peter Thirkell
Week5 28th Mar	Supply Chain/Network Management	Article critiques/presentation (x2)	Peter Thirkell
Week 6 4th Apr	Brand Marketing/Brand equity	Article critiques/presentation Essay due on 8th April by 5pm (to Peter Thirkell)	Peter Thirkell

Week 7 11th Apr	Services Marketing	Article critiques/presentation	Jayne Krisjanous
	Study Break		
Week 8 2nd May	Ethical Perspectives	Article critiques/presentations	Jayne Krisjanous
Week 9 9th May	Social Marketing	Article critiques/presentations	Jayne Krisjanous
Week 10 16th May	Religion and Marketing	Article critiques/presentations	Jayne Krisjanous
Week 11 23rd May	Tourism Marketing	Article critiques//presentations Essay due on 23rd May by 5pm	Jayne Krisjanous
Week 12 30th May	Recap/ Test Preparation		Jayne Krisjanous/ Peter Thirkell

A detailed reading list will be provided in class.

Expected Workload

Students are expected to spend around 10-12 hours per week **on average** in classes, preparation and assignments.

Readings

A list of readings will be provided in class for each main section of the course. Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches in the library. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

Materials and Equipment

No additional materials and equipment are required.

Assessment Requirements

MARK 401 is 60% internally assessed and 40% assessed through a final test. Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall 'quality of mind' judgement by the examiners. In this respect, therefore, the adequacy of preparation for and quality of participation in class discussions will form part of the overall judgements by course lecturers.

Mark allocations for each assessment component are:

Written essay 1	20%	(Objectives 1-6)
Written article critique	15%	(Objectives 1-6)
Verbal article critique presentation	5%	(Objectives 1-6)
Written Essay 2	20%	(Objectives 1-6)
Test (3 hours/open book)	40%	(Objectives 1- 6)
TOTAL	<u>100%</u>	

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.

Written Essay One

Individually write an essay of up to 2000 words selecting one from the following list of topics. Your essay must show evidence of independent library research and some reading (at least seven salient references) around the topic under discussion.

1. “Relationship marketing is essential to the continuation of marketing as a vibrant management discipline.” Discuss.
2. “Marketing as a discipline is well suited to help tackle the big issues faced by business and society as a whole during the first half of the twenty-first century.” Discuss.
3. “The rapid emergence of the virtual economy means that marketing as a discipline will have to change the way it thinks about and carries out its core functions.” Discuss.
4. Drucker places great emphasis upon customer value in his writings on management and marketing. Discuss your understanding of what customer value means in a marketing context.

**Due date for essay: Friday 8th April by
5pm**

Written Essay 2 (word limit 2000)

Details will be provided in class.

Due date for essay: Mon 23rd May by 5pm

Article Critiques

From Week 3, each week a student (in some weeks there will be two presentations) will be required to submit a **synopsis** and **critique** of one of the assigned articles. Word limit for the critique is 2000. Conciseness and ability to capture the essence of an article in the summary component will be rewarded. The critique should assess both strengths and weaknesses of the position adopted by the authors, along with an overall assessment of the value of the contribution made by the article. You are expected to read outside of the article that you are critiquing. The critique should have four sections (these need not be the sub-headings).

- **Introduction** – Here provide a brief review of the literature.
- **Summary** – Summarise the article, how does it fit in the literature that you have summarised in the introductory section.
- **Critique** – Identify the strengths & weaknesses of the article.
Note: Critiquing the article is different from criticizing the article or the author.
- **Conclude** – Provide conclusion by identifying areas of future research.

YOU ARE REQUIRED TO PRESENT YOUR CRITIQUE IN CLASS for a period of up to 15 minutes. Students should allow 2 - 3 minutes for questions at the end. Students will then lead a discussion of the article. The length of the discussion can vary depending upon the interest generated & other points that might flow out of the discussion. As a guide however, prepare to lead the class discussion for at least 10 minutes. Allocation of groups and topics will be undertaken during class in the first week.

Test

The test for this course will be scheduled at some time during the period from **Tuesday 7th June – Friday 10th June 2011. Date and time to be advised.**

Penalties

A 10% penalty will be incurred for every day of late submission. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the Course Co-ordinator.

Mandatory Course Requirements

To meet mandatory course requirements in MARK 401, students must submit all of the assigned work as outlined in the course outline. Students must obtain a minimum mark of 50% in the final test and 50% overall, to obtain a pass grade for this course.

Communication of Additional Information

Any additional information or changes will be communicated in class, on the MARK 401 Blackboard site or via email.

Class Representative

A class representative will be elected in MARK405, 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.

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/
