

School of Marketing and International Business

MARK 101 PRINCIPLES OF MARKETING (DISTANCE)

Trimester 3, 2011

COURSE OUTLINE

Names and Contact Details

The Course Coordinator, Dr. Aaron Gazley, can be contacted by email: aaron.gazley@vuw.ac.nz. Your first point of contact should be the course tutors through the online discussion boards on Blackboard.

Trimester Dates

Teaching Period: from Monday 14 November 2011 to Friday 17 February 2012

Examination Period: from Monday 20 February to Saturday 25 February 2012 (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 25 November 2011.
2. The last date for withdrawal from this course is Friday 20 January 2012.

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

As this is a distance course, there are no class times.

The final examination for MARK 101 will be held at Victoria University sometime between the dates listed above.

Course Content

Note: As this is a distance course, all course content is located on your DVD/portal. Your assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard. As a quick reference, the course is broken down into 10 modules as follows:

SECTION 1- INTRODUCTION TO MARKETING

Module 1.1 -Creating Customer Value and Building Relationships — Fundamental Concepts of Marketing

Module 1.2 - Strategic Marketing Planning

Module 1.3 - Marketing Opportunities and the Market Environment

SECTION 2 - UNDERSTANDING MARKETS

Module 2.1 - Market Research

Module 2.2 - Market Segmentation

Module 2.3 - Buyer Behaviour

Module 2.4 - Product Planning and Pricing

SECTION 3 – MEETING THE MARKET

Module 3.1 - Marketing Channels and the Supply Chain

Module 3.2 - Marketing Communication

Module 3.3 - New Product Development and the Product Life Cycle

Course Learning Objectives

The main objective of MARK 101 is to provide 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.

Specific Objectives

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

1. Describe commonly used 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 Pacific Basin and global perspective.
5. Analyse marketing problems associated with the processes involved in making marketing decisions and present coherent solutions to such problems.
6. Organise and explain processes involved in the preparation of marketing strategies and plans.

Course Delivery

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

DVD

Instructions on how to run the DVD/Portal are provided in the front cover of your DVD.

Blackboard

Once you have selected MARK 101 distance in Blackboard, please click on the discussion link on the left hand side and you will see the group you have been assigned to.

Expected Workload

It is expected that between video lectures, video cases studies, interactivities, assigned readings and discussion board postings you should spend at least 5-7 hours per week. It is vital that you meet all mandatory course assessments according to established dates and times.

Group Work

There is no group work in MARK 101.

Readings

The prescribed textbook is:

Marketing: The Core, Kerin *et al*, McGraw Hill, 2008

Please order your book through Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz.

Materials and Equipment

You will have received a DVD containing course lectures, notes and interactive exercises. Silent non-programmable calculators are permitted in the final examination.

Assessment Requirements

Assessment in MARK 101 is comprised of weekly compulsory discussion board postings, two internet exercises, and one online multi-choice test prior to a final examination. For more details, please refer to the 'Terms Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

Assessment Breakdown

Assessment	Date	Value	Objectives Assessed
Multi-Choice Test	8am, Monday 19 th December until 5pm, Tuesday 20 th December 2011	20%	1, 2
Internet Exercise 1	Friday 2 nd December 2011, 8pm (1500 Words)	15%	3, 4, 5, 6
Internet Exercise 2	Friday 27 th January 2012, 8pm (1500 Words)	15%	
Final Examination Period	Monday 20 th February to Friday 25 th February 2012 (3 Hours)	50%	1, 2, 4, 5, 6
Total		100%	

Quality Assurance 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

The final examination for this course will be scheduled at some time during the period from Monday 20 February – Saturday 25 February 2012. If you wish to sit the examination outside of Wellington, please contact exams co-ordinator Robyn McNeil (robyn.mcneil@vuw.ac.nz). Please be aware there is a cost associated with this and that you should make arrangements within the first two weeks of the course.

Penalties

There will be a 10% deduction for each day that internet exercises are submitted late.

Mandatory Course Requirements

In addition to achieving a final mark of at least 50% in the course, you must also:

- Contribute to **all** 10 compulsory discussion boards and you must not post late for more than 2 of these discussions.
- Complete both internet exercises.
- Complete the practice multi-choice test.
- Complete the online multi-choice test during the prescribed timeframe.
- Sit the final examination during the examination week.
- Achieve at least 40% in the final examination.

Communication of Additional Information

For any course content related questions or course administration queries or problems, please first go into the appropriate *Discussion Board*. For unresolved queries relating to the above issues, contact Aaron Gazley, the MARK 101 Course Coordinator, email: aaron.gazley@vuw.ac.nz.

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/>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

http://www.victoria.ac.nz/st_services/tpa/index.aspx