

School of Marketing and International Business

MARK101 PRINCIPLES OF MARKETING

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Martyn Gosling
Contact: E-mail: martyn.gosling@vuw.ac.nz
Office Hours/Location: Monday and Wednesday, or by appointment
EA 117, Easterfield Building, Kelburn

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

Tutors: Tutor contact details, tutorial timetable and overview will be available on Blackboard under the Tutorials tab.

Trimester Dates

Teaching Period: Monday 5 March – Friday 8 June
Study Period: Monday 11 June – Thursday 14 June
Examination Period: Friday 15 June – Wednesday 4 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 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

MARK101 is based on two classes (lectures) a week plus a weekly tutorial. Attend the lecture stream applicable to you. Note the different CRN numbers.

CRN 8507: Mon and Wed: Maclaurin LT103: 3.10-4 pm
CRN 10047: Mon and Wed: Kirk LT303: 5.10-6 pm

Tutorial Registration

Tutorials begin in Week 2, commencing Monday 12 March. Signing up for tutorials will be through the s-cubed tutorial registration system available through Blackboard. S-cubed will open at 8.30am on Tuesday 6 March and close at 4.30pm Thursday 8 March. Confirmed tutorial times will be posted on Blackboard prior to tutorials beginning in Week 2.

Course Content

The course schedule is provided below and is subject to minor amendment.

Teaching Week	Lecture Topic	Required Readings Text/Chapter	Tutorial
Week 1 5 and 7 March	Course Introduction, Marketing Overview, Role of Marketing as a Driver of Business	1	No Tutorial
Week 2 12 and 14 March	Strategic Planning, Marketing Environment and Market Research	2 and 3 Avery article	T1: Introductions/ tutorials overview
Week 3 19 and 21 March	Assignment (Market Analysis Report) Consumer and Organisational Behaviour International perspectives	4	T2: Marketing. Products and Buyer Behaviour
Week 4 26 and 28 March	Target Marketing Strategies and Customer Relationship Management	5	T3: Environmental Analysis
Week 5 2 and 4 April	Creating and Managing Products (2/4) and Mid-Term Test (4/4)	6	T4: Organisational Analysis
Mid Term Break Draft Report DUE start of lecture Monday 23 April			
Week 6 23 April only	Product Life Cycle	6	No Tutorial
Week 7 30 April and 2 May	Services Marketing Branding	10 Clarkson review	T5: Product Life Cycle and Branding
Week 8 7 and 9 May	Integrated Marketing Communications: Advertising and Promotion	8	T6: Marketing Mix
Marketing Report DUE start of lecture Wednesday 16 May			
Week 9 14 and 16 May	Direct Marketing, Internet Marketing		No Tutorial
Week 10 21 and 22 May	Pricing, Distribution, Logistics and Retailing	7 and 9	T7: Pricing analysis strategies and tactics
Week 11 28 and 30 May	Ethics, Marketing Law and Regulation International Opportunities	11 and 12	No Tutorial
Week 12 6 June only	Review for Examination		No Tutorial

Course Learning Objectives

MARK 101 provides students with an introduction to marketing principles, theory and practice. Students are introduced to the role of marketing within organisations, the economy, and society across 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 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 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. Attendance at lectures and tutorials is not mandatory. However, it will be very hard for you to achieve the course objectives and pass the assignments and the course without attendance and earnest participation in lectures and tutorials. You are **strongly** advised to attend and to have read and become familiar with the relevant chapters from the text before attending the lectures. It is essential that you read and become familiar with tutorial material before attending the tutorial.

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. The lectures and the notes you take will be your primary resource material.

Tutorials build on key points from the lectures and will particularly focus on applying these points to the assignment. They allow students to discuss and apply course material. Each student is expected to participate actively and constructively. Attendance also indicates a level of engagement with the course.

Expected Workload

MARK 101 is a 15-point course. In keeping with this, students should plan to allocate approximately 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, B., Marshall, G. and Stuart, E (2012). Marketing: Real people, Real Choices. 2nd Edition. Pearson Education New Zealand (ISBN: 978-1-4425-5272-2)

Prior to the lectures you are expected to read the relevant chapters, as on this course outline. The Kelburn and Commerce Libraries hold copies but you are strongly advised to buy the text.

Materials and Equipment

A silent and non-programmable calculator will be required for Tutorial 7 and 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
Mid-Term Test (45 minutes)	During class 4 April	15%	1,2
Draft Report (2 pages)	Start of lecture 23 April	10%	2,4,5,6
Marketing Report (2500 words):	Start of lecture 16 May	25%	2,4,5,6
Final Examination (2 hours)	Exam Period	50%	1,2,3,4,5

The assessment is structured as follows:

Mid-Term Test

The multi-choice test will be held in **week 5 during class on 4 April**. This is a closed-book test and the time allowed for completion is 45 minutes. No calculators are required. The content of the test will be all the material covered in lectures up to and including week 5's lecture, and all the textbook chapters specified in the course content to that date (Chapters 1,2,3,4,5, and 6).

Assignment: Draft Report

Students will provide a Draft Report or preview of their proposed Marketing Report individually for submission **at the start of the lecture Monday 23 April**. The Draft enables the student to gain feedback prior to delivery of their Marketing Report. This will involve work outside scheduled class time. This report is a **mandatory** assessment. An electronic version is not required.

The Draft Report should be about 2 pages long. Assessment will be based on the quality of the submitted report. This includes grammatical and spelling accuracy.

Assignment: Marketing Report

Students will complete the Marketing Report individually for submission **at the start of lectures on Wednesday 16 May**. The Assignment will involve work outside scheduled class time. This report is a **mandatory** assessment. An electronic version is required to be filed through Turnitin.

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.

An Assignment Guide and other material covering **both** these reports is provided on Blackboard. The reports will be presented in Justified 12-point Times Roman or Calibri, with 1.5 line spacing, and 2.5cm margins. The Assignment Guide is a good example.

See Penalties and Use of Turnitin below.

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

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 15 June – Wednesday 4 July (inclusive).

Penalties

The following penalties will be imposed:

Late Penalty: A penalty amounting to 10 percent of the available marks will be deducted **for each day** assignments are 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 78 percent, but 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 on Turnitin. In addition, electronic files that cannot be accessed will be deemed late and will incur penalties.

Word Count: The word limit for the Marketing Report 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. For example, an assignment that was graded at 78 percent, but was 3000 words long, would be marked down to 68 percent. There is no prescribed word count for the Draft Report but it should only be about 2 pages long – perhaps 800 words.

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 Marketing Report will be submitted to Turnitin. If you have any questions regarding this critical issue and what may, or may not be permitted, see the Course Coordinator.

Mandatory Course Requirements

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

1. Submit the Draft Report by deadline;
2. Submit the Marketing Report in a hard copy, plus electronically to Turnitin, by deadline;
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.

The outcome for the course will be a standard grade (A+ to E).

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

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.

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/>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>