

School of Marketing and International Business

MARK 201 (DISTANCE) MARKETING MANAGEMENT

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Aaron Gazley
Lecturer: Lachlan McLaren
Contact Email: Lachlan.Mclaren@vuw.ac.nz

Your first point of contact for questions related to course content should be the course tutors through the online discussion boards on Blackboard.

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 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

There are no class times for this Distance course. However you must complete a module per week from your USB/Flashdrive 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. Apply financial problem-solving techniques to marketing opportunity analysis; and
5. Produce a Marketing Plan.

Course Delivery

As this is a distance course, all course content is located on the USB/Flashdrive. The assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard.

USB/Flashdrive

Instructions on how to run the USB/Flashdrive are included in the letter when the USB/Flashdrive is couriered to you and are also available on Blackboard.

Blackboard

Once students are enrolled onto the course, they can navigate around using the left hand panel (main menu).

Please be aware that there is a \$20 fee for any replacement course USB/Flashdrive.

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:

Guiltinan, 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, contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz

Materials and Equipment

Please refer to the letter that comes with your USB/Flashdrive for reference to issues related to the use of the USB/Flashdrive and Blackboard website associated with MARK 201 Distance.

Assessment Requirements

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

Assessment	Word Limit	Due Date	Percent	Objectives Assessed
Situational Analysis (2500 Words)		Thursday 5 April 2012, 8pm	20	1,2,4
Marketing Strategy (3000 Words)		Monday 28 May 2012, 8pm	25	1-5
Final examination		Friday 15 June – Wednesday 4 July 2012	55	1-4

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).

If you wish to apply for a sitting-out-of-place arrangement (this might include sitting on another date), please contact Faculty Examinations Co-ordinator, Robyn McNeil-McCallum (robyn.mcneil@vuw.ac.nz).

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 **all** 10 compulsory discussion boards. You must not post late for more than two of these;
2. Complete Assessments 1 and 2;
3. Achieve at least 40 percent in the final examination; and

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 classmates, tutors or the course coordinator. For unresolved issues contact the course lecturer – email lachlan.mclaren@vuw.ac.nz.

At the end of the semester all internal assessment marks will be available 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 letter that accompanies your USB/Flashdrive and that you have read all the instructions that come with your USB/Flashdrive.

For help with Blackboard, see the instructions that come with USB/Flashdrive.

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

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/>