

School of Marketing and International Business

MARK 401: ADVANCED MARKETING MANAGEMENT

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Dr Aaron Gazley (Course Coordinator)

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Associate Professor Forest Yang

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Trimester Dates

From Monday 5 March to Friday 4 July 2012.

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

Sessions will be held in RH G01 Mondays 11.30 am to 14.20 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.

(please note this schedule is subject to change)

Date	Topic	Student presentations	Convener
Week 1 5 th March	Welcome Introduction		Aaron Gazley
Week 2 12 th March	History and Development of Marketing Thought		Aaron Gazley
Week 3 19 th March	Marketing – Some Fundamentals	Article critiques/presentation	Aaron Gazley
Week4 26 th March	Brand Marketing	Article critiques/presentation	Forrest Yang
Week 5 2 nd April	Services Marketing	Article critiques/presentation Essay due 5th April	Aaron Gazley
Mid Trimester Break			
Week 6 23 rd April	Product Harm Crises: Consumer reactions and corporate responses	Article critiques/presentation	Dan Laufer
Week 7 30 th April	Governance Strategies in Business Marketing	Article critiques/presentation	Forrest Yang
Week 8 7 th May	Institutional Perspective of Marketing Management	Article critiques/presentation	Forrest Yang
Week 9 14 th May	Chanel Management [buyer-seller relationship & trust]	Article critiques/presentation	Forrest Yang
Week 1 21 st May	Regulatory Focus in Marketing	Article critiques/presentation	Dan Laufer
Week 11 28 th May	TBA		Dan Laufer
Week 12 4 th June	No Class (Public Holiday)		

A detailed reading list will be provided in class.

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.

Expected Workload

In MARK 401 you will be expected to devote 10-12 hours per week of independent study to the course, including: attending class, reading assigned articles/book chapters, preparation of the research proposal and other assessment.

Group Work

There is no group work in MARK 401.

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

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations and tutorial preparation.

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	25%	<i>(Objectives 1-6)</i>
Written article critique	25%	<i>(Objectives 1-6)</i>
Verbal article critique presentation	10%	<i>(Objectives 1-6)</i>
Test (3 hours/open book)	40%	<i>(Objectives 1-6)</i>
TOTAL	<u>100%</u>	

Written Essay One

Individually write an essay of up to 2000 words selecting one from a list of topics that will be provided in the first week of class. Your essay must show evidence of independent library research and some reading (at least seven salient references) around the topic under discussion.

**Due date for essay:
Thursday 5th April by 5pm**

Article Critiques

From Week 3, each week one or two students 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 criticising the article or the author.
- **Conclude** – Provide conclusion by identifying areas of future research.

The critique must be presented 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 and 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 Monday 11th June to Friday 15th June 2012.

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.

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.

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 in class, on the MARK 401 Blackboard site or via email.

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.

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/>