

School of Marketing & International Business

**MARK 101 PRINCIPLES OF MARKETING**

Trimester 2 2012

**COURSE OUTLINE**

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**Names and Contact Details**

Course Coordinator/Lecturer: Dr Micael-Lee Johnstone  
Contact: E-mail: [micael-lee.johnstone@vuw.ac.nz](mailto:micael-lee.johnstone@vuw.ac.nz)  
Office Hours/Location: Mondays 11am – 1pm or by appointment  
Room 102, 42-44 Kelburn Parade, Kelburn

Lecturer: Dr Michelle Renton  
Contact: E-mail: [michelle.renton@vuw.ac.nz](mailto:michelle.renton@vuw.ac.nz)  
Office Hours/Location: Wednesdays 1pm-2pm or by appointment  
Room 102, 42-44 Kelburn Parade, Kelburn

Course Administrator: Helen Hynes  
Contact: E-mail: [helen.hynes@vuw.ac.nz](mailto:helen.hynes@vuw.ac.nz)  
Office Hours/Location: Thursdays 1pm - 4pm  
Room 102, 42-44 Kelburn Parade, Kelburn

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

**Trimester Dates**

Teaching Period: Monday 16 July – Friday 19 October  
Study Period: Monday 22 October – Thursday 25 October  
(Monday 22 October is a public holiday, Labour Day)  
Examination Period: Friday 26 October – Saturday 17 November (inclusive)

**Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.
2. The standard last date for withdrawal from this course is Friday 28 September. 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 16018: Mon and Wed: Hugh Mackenzie LT206: 10am – 10.50am  
 CRN 16017: Mon and Wed: Maclaurin LT103: 12pm – 12.50pm

### 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 16 and 18 July	Course Introduction, Marketing Overview, Role of Marketing as a Driver of Business	1	No Tutorial
Week 2 23 and 25 July	Strategic Planning, Marketing Environment	2	No Tutorial
Week 3 30 July and 1 August	Market Research International Business Perspective	3	T1: Introduction/ Tutorials Overview/ The Situational Analysis
Week 4 6 and 8 August	Consumer and Organisational Behaviour	4	T2: Environmental Analysis
Week 5 13 and 15 August	Target Marketing Strategies and Customer Relationship Management	5	T3: Buyer Behaviour
Week 6 20 and 22 August	Creating and Managing Products and Product Life Cycle	6	No Tutorial
Week 6	Assignment Due - Wednesday 22 August		
	Mid-trimester break 27 Aug – 9 Sept		
Week 7 10 and 12 September	Pricing	7	T4: Product Life Cycle and Branding
Week 8 17 and 19 September	Promotion: Integrated Marketing Communications: Advertising and Promotion	8	No Tutorial
Week 8	Test in class – Wednesday 19 September		No Tutorial
Week 9 24 and 26 September	Promotion (continued) Place: Distribution, Logistics and Retailing	8 & 9	T5: Pricing analysis strategies and tactics
Week 10 1 and 3 October	Place (continued) Services Marketing	9 & 10	T6: Promotion strategies and tactics
Week 11 8 and 10 October	Ethics, Marketing Law and Regulation International Opportunities	11 and 12	No Tutorial
Week 12 15 October	Review for Examination		T7: Exam revision

## **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.

## **Tutorial Registration**

Tutorials begin in Week 3, commencing Monday 30 July. 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 31 July. Confirmed tutorial times will be posted on Blackboard during Week 2.

## **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 5 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
Marketing Report (2,500 words)	Wednesday 22 August, in class at the beginning of the lecture  Electronic Copy by 5pm	20%	2,4,5,6
Term Test (40 minutes)	In lectures, Wed, 19 September	20%	1,2
Final Examination (2 hours)	Exam Period	60%	1,2,3,4,5

### 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 26 October – Saturday 17 November (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.

**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 Marketing Report in a hard copy, plus electronically to Turnitin, by deadline;
2. Achieve at least 40 percent in the final examination; and
3. 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 (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](http://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](http://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](http://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](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

### **Faculty of Commerce Office**

<http://www.victoria.ac.nz/vbs/studenthelp/>

### **Te Putahi Atawhai**

#### **Maori and Pacific Mentoring Programme**

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