

School of Marketing and International Business

MARK 201 MARKETING MANAGEMENT

Trimester 2 2012

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator: Dr. Micael-Lee Johnstone
Office: Room 1124 - Level 11 Rutherford House
Phone: 463 6933
Email: micael-lee.johnstone@vuw.ac.nz
Office Hours: Fridays 1.30pm – 3.30pm

Course Administrator: Jessie Johnston
Office: RH 1121/2
Phone: 463 5330
Email: jessie.johnston@vuw.ac.nz

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

Lectures

Wednesday	12.40pm – 1.30pm	RHLT1
Friday	12.40pm – 1.30pm	RHLT1

Course Content

This course adopts an analytical and problem solving approach to the development and implementation of marketing activities and plans. Themes include marketing of services, financial analysis, branding, product development, and formulating the marketing mix.

This is a tentative schedule, which is subject to change.

Week	Tutorials	Lectures	Topics	Assessment Dates	Readings
1		Wed 18 July Fri 20 July	Strategic Marketing Planning		Mullins & Walker Jr. (2010) Chapters 2 and 15
2		Wed 25 July Fri 27 July	Marketing Strategies Identifying Market Opportunities		Mullins & Walker Jr. (2010) Chapters 16 & 3
3	Week beginning 30 July - Tutorial 1: Introduction & Assign 1 (Mandatory)	Wed 1 August Fri 3 August	Strategic Marketing Analysis		Healy (2004) Chapter 2 Mullins & Walker Jr. (2010) Chapter 7
4	Week beginning 6 August - Tutorial 2: Strategic Market Analysis (Mandatory)	Wed 8 August Fri 10 August	New Product Development (NPD) & Innovation		A reading will be posted on Blackboard
5	Week beginning 13 August - Tutorial 3: NPD (2%) (Mandatory)	Wed 15 August Fri 17 August	Branding & Positioning	Groups are formed in tutorial 3 for assignment two.	Mullins & Walker Jr. (2010) Chapter 8
6	No tutorial	Wed 22 August Fri 24 August	Product Decisions	Assignment One Due Thursday 23 August, 12pm	Mullins & Walker Jr. (2010) Chapters 10
		27/8 – 9/9	Mid-trimester break		
7	Week beginning 10 September - Tutorial 4: Product & Branding (2%)	Wed 12 September Fri 14 September	Communication Decisions	Assignment one is reviewed to assist you with assignment two.	Mullins & Walker Jr. (2010) Chapter 13 An additional reading will be posted on Blackboard
8	Week beginning 17 September - Tutorial 5: Promotion (2%)	Wed 19 September Fri 21 September	Pricing Decisions		Mullins & Walker Jr. (2010) Chapter 11
9	Week beginning 24 September Tutorial 6: Pricing (2%)	Wed 26 September Fri 28 September	Distribution Decisions		Mullins & Walker Jr. (2010) Chapter 12
10	Week beginning 1 October Tutorial 7: Distribution (2%)	Wed 3 October Fri 5 October	Evaluation & Control		Mullins & Walker Jr. (2010) Chapter 18 Healy (2004) Chapter 10
11		Wed 10 October Fri 12 October	Marketing Ethics	Assignment Two Due Monday 6 October, 12pm	A reading will be posted on Blackboard
12		Wed 17 October	Course Overview and Exam Briefing		

Course Learning Objectives

Upon completing 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 the marketing mix and its constituent parts
- 4) Use financial problem-solving techniques to marketing opportunity analysis
- 5) Produce a marketing plan

Course Delivery

The course will incorporate lectures, text material, assignments, and tutorials. Students are expected to attend all lectures, read the assigned material and be prepared to discuss marketing ideas and concepts in class. For tutorials students are expected to complete the assigned readings, and participate in tutorial discussions.

Tutorial Registration

Tutorials begin in Week 3, commencing Monday 30 August. Signing up for tutorials will be through the s-cubed tutorial registration system available through Blackboard. S-cubed will open at 8.30am on Thursday 19 July and close at 4.30pm Friday 20 July. Confirmed tutorial times will be posted on Blackboard in Week 2. If you have any queries about tutorial times, you will need to contact Jessie Johnston jessie.johnston@vuw.ac.nz.

Tutorial marks will only be calculated if you *attend* and *participate* in your tutorial streams. Students will not be allocated marks for attending a different stream, nor will they be allocated marks if they attend only part of the stream. If you are unable to attend your tutorial stream due to exceptional circumstances (e.g. illness with supporting medical documents), you need to contact the Course Coordinator micael-lee.johnstone@vuw.ac.nz who will discuss your options with you.

Expected Workload

Students can expect to spend approximately 10 hours per week on this course. This includes lecture and tutorial attendance, reading the course material, and working on assignments. For example:

	<u>Hours</u>
Class & Tutorial Attendance	2 – 3
Reading & Study	2 – 3
Course Projects	4 – 5 (including group work)

While lecture notes will be available on the course website, these cannot be used as a substitute for attending lectures or tutorials because they only provide a framework of the lecture.

Group Work

Assignment 3 involves group work. Students will be assigned to a group (a maximum of 3 per group) in **Tutorial 3**. If a group experiences difficulties with their group work, students should approach their tutor first to try to resolve these differences. The group, or individuals from the group, will be counselled by the tutor on the procedures open to them to resolve the group's problems. The following steps should be adhered to:

- 1) Students should try to resolve the problems within the group first before approaching a third party.

- 2) Students should meet with their tutor to try to resolve their differences.
- 3) The tutor will arrange for students to meet with the Course Coordinator who will endeavour to resolve the group's problems.

Steps 1 to 3 must be completed before the assignment is handed in. In circumstances where outstanding issues are not resolved, Step 4) will be implemented.

- 4) Students must complete a 'Peer Assessment' form, available from the Course Coordinator, and this must be submitted before the assignment marks are released.

If there are differences in the peer assessment forms, the student(s) will be required to meet with the Course Coordinator to discuss the discrepancy.

Readings

Prescribed text

Mullins, John W. and Walker Jr., Orville C. (2013), *Marketing Management: A strategic decision-making approach* (8th edition), McGraw-Hill.

Additional resources, including the book above, have been placed on Closed Reserve. Refer to the Course Reserve list on the library site: <http://www.victoria.ac.nz/library/>

The prescribed text can be purchased from the University Bookshop. For study purposes, you are strongly recommended to take notes from this book.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, and tutorial preparation. A silent and non-programmable calculator will be required for Tutorial 6 and the final examination.

Assessment Requirements

No.	Assessment	%	Due Date
1	Strategic Analysis Report (PART A) - Individual assignment Written report – The page limit will be reported on the assignment. (Objectives 1 & 2)	25	Thursday 23 August, 12pm
3	Strategic Marketing Plan (PART B) - Group assignment Written report – The page limit will be reported on the assignment. (Objectives 1 – 5)	15	Monday 8 October, 12pm
4	Tutorial participation -Tutorials 3, 4, 5, 6, 7 (Objectives 1& 2)	10	Check the Course Delivery Schedule on page 2
5	Exam (External assessment) 2 hour exam, closed book, silent non-programmable calculators required. (Objectives 1 – 4)	50	TBA
		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

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).

Handing in assignments

Post Assignments 1 and 3 in the MARK 201 assignment box located in Rutherford House mezzanine level by the due date and time. Any work received after that time will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed in by the 11th floor reception staff. Do NOT slide them under doors or put them into the box after the due date. Assignments must also be submitted to *Blackboard* by the due date and time.

Returning Assignments

Where possible, assignments will be returned to students in class (for example, during lectures or tutorials), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Extensions

Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) by the MARK 201 Course Coordinator, and only in consultation with the Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged before the due date.

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct, which can be downloaded from the policy website. You could fail your course or even be suspended from the University. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website at: www.vuw.ac.nz/home/studying/plagiarism.html. Your assignments will be submitted to *Turnitin* so be sure to correctly cite all your references. It is not worth the risk!

Page limits: Clear page limits are stated for each assignment. Failure to adhere to these limits will have **5% deducted from the available grade for every page that is over the limit.** (Note: all assignments must use 1.5 spacing, Times New Roman 12 font, margin size 2.5cm on top, bottom, left, and right margins).

Mandatory Course Requirements

- **In order to pass this course, students must complete all pieces of internal assessment:**
 - (1) Assignment One – Strategic Analysis Report
 - (2) Assignment Two – Strategic Marketing Plan
- Attain a minimum grade of 40% in the final exam.
- Tutorials **one, two and three** are mandatory.

The overall pass mark for this course will be 50% of the total marks, i.e., 50/100. Failure to meet the mandatory course requirements will jeopardise your ability to accumulate sufficient marks to pass the 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 201 Blackboard site. Information specific to MARK 201 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

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 Office

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

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

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