

School of Management

**MMBA 518**  
**Marketing Management**

Trimester 2 ~ 2012

**COURSE OUTLINE**

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**Contact Details**

Course Co-ordinator:

**Dr David Stewart**, PhD, MBA, MA, BA(Hons), Dip Teach

Office: Rutherford 907

Email: David.Stewart@vuw.ac.nz

Telephone: 463-5150 Fax: 463-5253

**Trimester Dates**

Teaching Period: Monday 16 July – Friday 14 October

Study Period: Monday 23 October – Thursday 19 October

Examination Period: Tuesday 21 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 Commerce Faculty's Student Customer Service Desks.

**Class Times and Room Numbers**

Wednesday 17:40 – 19:30

Lecture Theatre RH LT3

## Course Objectives

MMBA 518 presents an overview of the Marketing process and the key marketing management decisions in the areas of product and service policy, pricing, promotion, and distribution. Particular emphasis will be placed on the development of analytical approaches to Marketing in the New Zealand context.

On completion of MMBA 518, Course Participants should be able to:

1. Analyse marketing problems in terms of the set of influences acting on a marketing decision-maker.
2. Provide a conceptual framework within which both the marketing management function and linkages to other functional areas can be understood.
3. Apply marketing concepts to current problems and opportunities faced by private and public sector organisations.
4. Consider marketing practice themes across industry types (fastmoving consumer, consumer durables, financial services, other services, business to business).

## Course Content

The course will consist of lectures and class discussion sessions, case-study analysis and written assignments. It is particularly important that you read assigned material **before** attending each lecture and tutorial. Advance preparation and participation in class discussions play a vital part in your reaching the objectives for the course.

You are expected to spend an average of 10 hours per week on the various activities associated with MMBA 518. An indicative breakdown of how this time will be spent, per week, is as follows:

	<u>Hours</u>
Class time	2
Reading	2
Case Preparation	2
Project	4
Total	10

## Expected Workload

Workload expectations for this course are 10 hours per week for the 12 teaching weeks and 30 hours during the mid-trimester break.

## Individual Work

While the Victoria MBA programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignment before it has been marked.

## Readings

The recommended textbook for MMBA 518 is Philip Kotler & Kevin Lane 'Marketing Management' Prentice Hall, 2012, 14<sup>th</sup> edition.

Additional materials such as readings, etc. will be made available to you during the Course.

## Materials and Equipment

It is expected that all assignment submissions will be prepared on white bond paper using PC technology and submitted in hard copy. All other assessment materials will be supplied. The final examination will require hand-written responses to questions to be submitted in a VUW examination booklet.

## Assessment Requirements

Mark allocations for each assessed component are:

### **Market Analysis:** **15%**

You are required to analyse a market of your choice, which will form the basis of the Marketing Report (the second piece of assessment). Working in groups of 4 – 5, you will examine a marketing problem by utilising concepts and theories outlined in class. Further information about the expectations of the analysis will be discussed in class. Each case report should be no more than 1500 words, and is due on *Wednesday, 22 August 2012*.

### **Marketing Report** **25%**

The objective of the report is to develop marketing recommendations, based on the market analysis undertaken for the first assignment. Further details of the project will be discussed in class. The 3,000 word document is due on *Wednesday, 10 October 2012*.

### **Final Examination** **60%**

*Final Examination Period: 26 October – 17 November 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.

## Examination

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 three hour examination will be scheduled during the period Friday 26 October – Saturday 17 November 2012 (inclusive).

## **Penalties**

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the total marks available per day of lateness. Assignments more than one week late will not be accepted. A “zero” mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should discuss waiver of the penalty with the course co-ordinator prior to the deadline date.

## **Mandatory Course Requirements**

### **Obtaining Terms**

To obtain terms to sit the final examination in this course, students are required to fully participate in developing and submitting a market analysis, submit a marketing report, and achieve at least fifty percent of the total marks available for term work.

### **Passing the Course**

In order to pass this course, students are required to obtain at least forty percent of the final examination marks available, and obtain at least fifty percent of the overall course marks available.

### **Class Representative**

A class representative will be elected in the first class, and that person’s name and contact details will be 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.

## **Grading Standards**

### **Victoria Post Experience Grading Standards are as follows:**

#### **Excellent Category**

A- (75 – 79%) to A (80 – 84%) to A+ (85% and above): The learning is demonstrated to a very high level of proficiency, i.e. it is at a standard that makes it exceptional at Master’s level.

#### **Very Good Category**

B+ (70 – 74%): The learning is demonstrated at a high standard. Students have reached a level that clearly exceeds “competency”.

#### **Good Category**

B (65 – 69%): The learning is clearly demonstrated without being exceptional in any way. Students can be thought of as fully competent.

#### **Satisfactory Category**

B- (60 – 64%): The learning is demonstrated without being exceptional in any way. Students can be thought of as competent.

**Marginal Category**

C (50 – 54%) to C+ (55 – 59%): The learning is demonstrated to a minimally acceptable level. There may be flaws but these are not serious enough to “fail” the student.

**Unsatisfactory / Failure Category**

E (0 – 39%) to D (40 – 49%): The learning is absent or performed to a very low level, or the performance is seriously flawed.

**Referencing**

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

**Communication of Additional Information**

Communication to students will take the form of emails for notices and reminders, and the use of Blackboard for displaying class notes and lecture slides, which will be posted the day following the lecture.

**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/>

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**Lecture Schedule – MMBA 518**

<b>Week</b>	<b>Date</b>	<b>Lecture Topic</b>	<b>Preparation</b>
1.	18 July	Introduction	Ch 1
2.	25 July	Market Analysis: Forecasting Demand <i>Case: Fly Buys</i>	Ch 3 & 4
3.	1 August	Influences on Buyer Behaviour <i>Case: To Be Advised</i>	Ch 6 & 7
4.	8 August	Market Segmentation & Positioning <i>Case: Whisky Galore</i>	Ch 8 & 10
5.	15 August	Product Development <i>Case: Audi New Zealand</i>	Ch 12 & 20
6.	22 August	Marketing of Services <i>Case: To Be Advised</i>	Ch 5 & 13
7.	12 September	Pricing Strategies <i>Case: Illy Coffee</i>	Ch 14
8.	19 September	Distribution/Place Decisions <i>Case: Eddie Stobart</i>	Ch 15 & 16
9.	26 September	Building Strong Brands <i>Case: Raleigh Cycles</i>	Ch 9
10.	3 October	Communication Strategies <i>Case: To Be Advised</i>	7, 18 & 19
11.	10 October	Marketing Implementation	Ch 11 & 22
12.	17 October	Back to the beginning – an overview	

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