

School of Marketing and International Business

MARK 407: Marketing during a Crisis

Trimester Two 2013

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator:	Dr. Daniel Laufer
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Course Administrator:	Jessie Johnston
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Office Hours:	Monday to Friday 9.00am – 4.00pm

Trimester Dates

Please note the following dates for this Trimester:

Teaching Period:	Monday 15 July – Friday 18 October
Study Period:	Monday 21st October – Thursday 25 October
Examination Period:	Friday 25 October – Saturday 16 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 26 July 2013.
2. The standard last date for withdrawal from this course is Friday 27 September 2013. 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: Tuesdays 9:30 am – 12:20pm, Rutherford House, RH G1.

Course Delivery

The BCom (Hons) Programme in Marketing is designed to further develop the intellectual capabilities and skills of those who have recently completed a Bachelor's Degree with a Major in Marketing. It is our conviction that the programme will develop a participant's ability to make valuable contributions to marketing practice through further advanced study and research in the discipline.

The purpose of MARK 407 is to advance student understanding of crisis management research but from a decidedly more academic orientation.

MARK 407 consists of one two-to-three hour seminar each week. A set of readings and assigned course work has been designed to assist learning. Students are expected to read the assigned material, attend all seminars, and be prepared to discuss ideas and concepts in class.

This is a tentative schedule, subject to change.

MARK 407 COURSE OUTLINE (subject to minor changes)		
Date	Topic	Student Presentation
16 July	Introduction	
23 July	Communicating risk	Article critiques/presentation
30 July	Crisis Prevention	Article critiques/presentation
6 Aug	Differences in reaction of consumer segments to product harm crises	Article critiques/presentation
13 Aug	CSR and consumer reactions to crises	Article critiques/presentation
20 Aug	Extrinsic cues and consumer reactions to crises	Article critiques/presentation
10 Sept	Qualitative research in Crisis Management and meetings to discuss research ideas for proposal	Article critiques/presentation
17 Sept	Corporate responses to product harm crises (1)	Article critiques/presentation
24 Sept	Corporate responses to product harm crises (2)	Article critiques/presentation
1 Oct	Learning from a crisis	Article critiques/presentation
8 Oct	Assessing crisis management performance	Article critiques/presentation
15 Oct	Student presentations of research proposals	

Group Work

There will be no group work in this course.

Prescription

An examination of marketing decisions during a crisis. This course considers how decisions relating to marketing communications, product strategy, distribution and pricing can influence the prevention or effective management of crises.

Course Learning Objectives

Upon completion of this course, students should be able to:

1. Describe how to effectively communicate risk to consumers in order to reduce the likelihood of the occurrence of a crisis;
2. Analyse the ways in which issues management and marketing communications can help prevent a crisis from occurring;
3. Analyse the nature of information processing biases during a crisis and describe ways to address these issues;
4. Predict consumer reactions to different types of crises and develop marketing mix strategies (promotion, product, distribution and pricing) to minimise the damage to an organisation resulting from a crisis;
5. Evaluate crisis management performance.

Readings

The reading material for this course consists of a set of journal articles and book excerpts. A list of readings will be made available to you in Week 1.

Materials and Equipment

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

Assessment

MARK 407 is 60% internally assessed and 40% assessed through an examination. 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:

Article critiques (2)	25%	<i>(Objectives 1-5)</i>
Research proposal related to Crisis Management	35%	<i>(Objectives 1-5)</i>
Exam	40%	<i>(Objectives 1-5)</i>
TOTAL	100%	

Article Critiques

From Week 2, each week a student will be required to submit a synopsis and critique of one of the assigned articles to be determined by the lecturer. Word limit for the critique is 1500 words. 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 should be presented in class for a period of approximately 30 minutes, and then 10-15 minutes of questions at the end. The length of the discussion can vary depending upon the interest generated and other points that might flow out of the discussion.

Research proposal related to Crisis Management

The word limit for the research proposal is 3000 words, and the assignment is due at the beginning of class on 15 October 2013. Students are also expected to give a 20-minute presentation in class about their research proposals.

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 examination for this course (two-hour, closed-book) will be scheduled at some time during the period from Friday 25 October – Saturday 16 November (inclusive)

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!

Handing in assignments

Unless otherwise stated, the lecturer will collect the written critique at the beginning of class on the date of the student's presentation. **NOTE:** Any work received after the start of the class on the noted deadline 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 assignments under doors.

Returning Assignments

Where possible, assignments will be returned to students in class, or by the lecturer at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the Course Coordinator 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) on a case by case basis by the MARK 407 Course Coordinator.

Word Count

Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty. You will be penalized by a loss of 10% of marks for every 100 words over the limit.

Mandatory Course Requirements

To meet mandatory course requirements students must submit ALL pieces of internal assessment. Students must also obtain at least 50% overall, to obtain a pass grade for this course. Failure to meet the mandatory course requirements will jeopardise your ability to pass the course.

Class Representative

A class representative for 2013 Marketing Honours programme has already been elected in MARK 405. Name and details of this person will be made available to VUWSA, the Course Coordinator and the class. They will be responsible for providing a communication channel to liaise with the Course Coordinator on behalf of the students.

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures or via e-mail.

Student feedback

Student feedback on University courses may be found at:

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to:

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
