

Victoria Management School

MMBA 518
Marketing Management

Trimester 2 ~ 2013

COURSE OUTLINE

Contact Details

Course Co-ordinator:

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

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Trimester Dates

Teaching Period: Monday 15 July – Friday 18 October

Study Period: Monday 21 October – Thursday 24 October

Examination Period: Friday 25 October – Saturday 16 November (inclusive)

Withdrawal from Course

Your fees will be refunded if you withdraw from this course on or before Friday 26 July 2013.

The standard last date for withdrawal from this course is Friday 27 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 at Pipitea (Ground floor Rutherford House) and Kelburn (EA121).

Class Times and Room Numbers

Wednesday 19:40 – 21:30

Lecture Theatre GB LT3

Course Content

Marketing plays an important part in our day-to-day lives, and is an integral part of our consumer society. Whilst marketing strategy is not prescriptive in that one size fits all, it is possible to understand the dynamics of marketing and apply appropriate concepts and frameworks to a marketing problem. Therefore, MMBA 518 presents an overview of the marketing process and the key marketing management decisions in the areas of product and service delivery, pricing, communications, and distribution. The course includes lectures, class discussion, case-study analysis and written assignments.

Course Objectives

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 either in private or public sector organisations.
2. Think critically and creatively about the applicability of marketing concepts and frameworks.
3. Understand the marketing perspective so that you enhance your ability as a reflective practitioner.
4. Consider marketing practice themes across industry types (fast-moving consumer, consumer durables, financial services, other services, business to business).

Workload

Workload expectations for this course are 10 hours per week for the 12 teaching weeks and 30 hours during the mid-trimester break. 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
Assignments	<u>4</u>
Total	10

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.

Prescription

An analysis of the marketing function in organisations. The concepts required for development of a marketing plan including products and services, pricing, promotion and distribution.

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, 14th edition.

Additional materials such as case studies, etc. will be made available to you during the Course via blackboard.

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, but one where you are not currently employed. Working in groups of 4 – 5, you will examine a marketing demand for a product/service 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, 21 August 2013.

Case Analysis: **25%**

You can choose one of three cases, which will be downloaded on blackboard in Week 7 of the course. Each student should prepare a written summary of the key issues in response to the questions posed at the end of the selected case. The 1,000 word document is due on *Wednesday, 9 October 2013*.

Final Examination **60%**

Final Examination Period: 25 October – 16 November 2013

Penalties

Extensions will not be granted for the market analysis or case analysis. In the event of an unusual, unforeseen circumstance (e.g., serious illness), students should discuss the possibility of an extension being granted with the course co-ordinator prior to the deadline date. Note: appropriate documentation will be required to substantiate your case.

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 case analysis, 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.

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.

Week	Date	Lecture Topic	Preparation
1.	17 July	Introduction	Ch 1
2.	24 July	Marketing Information & Research <i>Case: Fly Buys</i>	Ch 3 & 4
3.	31 July	Buyer Behaviour <i>Case: To Be Advised</i>	Ch 6 & 7
4.	7 August	Market Segmentation & Positioning <i>Case: Whisky Galore</i>	Ch 8 & 10
5.	14 August	Product Development <i>Case: Audi New Zealand</i>	Ch 12 & 20
6.	21 August	Marketing of Services <i>Case: To Be Advised</i>	Ch 5 & 13
7.	11 September	Pricing Policies <i>Case: Illy Coffee</i>	Ch 14
8.	18 September	Distribution Decisions <i>Case: Eddie Stobart</i>	Ch 15 & 16
9.	25 September	Building Strong Brands <i>Case: Raleigh Cycles</i>	Ch 9
10.	2 October	Communication Strategy <i>Case: To Be Advised</i>	Ch 17, 18 & 19
11.	9 October	Marketing Implementation <i>Case: To Be Advised</i>	Ch 11 & 22
12.	16 October	Back to the beginning – an overview	
