

School of Marketing and International Business

## **MARK101 PRINCIPLES OF MARKETING**

Trimester 1, 2014

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Coordinator/Lecturer: Dr Yuri Seo  
E-mail: yuri.seo@vuw.ac.nz  
Office Hours: Wednesday 10am – 12pm EA115 (Kelburn Campus)

Course Administrator: Hayley Smith  
Senior Tutor: Hayley Smith  
E-mail: hayley.smith@vuw.ac.nz  
Office Hours: Thursday 9am – 12pm EA115 (Kelburn Campus)

#### **Tutors Contact Details**

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

#### **Trimester Dates**

Teaching Period: Monday 3<sup>rd</sup> March – Friday 6<sup>th</sup> June  
Study Period: Monday 9<sup>th</sup> June – Thursday 12<sup>th</sup> June  
Examination Period: Friday 13<sup>th</sup> June – Wednesday 2<sup>nd</sup> July (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 14<sup>th</sup> March 2014.
2. The standard last date for withdrawal from this course is Friday 16<sup>th</sup> of May. 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**

MARK 101 is based on two classes (lectures a week) plus seven tutorials. Attend the lecture stream applicable to you. Note the different CRN numbers. Attend the tutorial group you are registered in.

CRN 8507:	Wednesday	MCLT103	12.00pm - 1.50pm
CRN 16017:	Thursday	Student Union MT228	12.00pm – 1.50pm

### **Tutorial Registration**

Tutorials begin in Week 2, commencing Monday 10<sup>th</sup> March. Sign-up will be through the S-cubed tutorial registration system available through Blackboard.

*NOTE:* We will offer two MPI (Maori & Pacific Island) tutorial times in Trimester 1. They cover exactly the same material and objectives as mainstream tutorials, but also provides further support for MPI students in their studies. Please only enrol in these if you are an MPI student. S-Cubed will open at 1pm, Tuesday 4<sup>th</sup> March and close at 9.30am Friday 7<sup>th</sup> March.

MPI tutorials will open at 2.30pm on Wednesday 5<sup>th</sup> March and close at 9.30am Friday 7<sup>th</sup> March. Confirmed tutorial times will be posted on Blackboard prior to tutorials beginning in 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.

### **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 Content**

The course schedule is provided on Page 3 and is subject to minor amendment.

## Course Schedule

Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	3 Mar	Course Introduction, Marketing Overview, Role of Marketing in Developing Customer Relationships and Value	1	No tutorial
2	10 Mar	Strategic Planning, Marketing Environment	2 & 3	T1: Introduction, Tutorials Overview, Situational Analysis Assignment
3	17 Mar	Market Research	7	T2: Quiz – 5%: Strategic Planning & Marketing Environment. Discussion: Strategic Planning & Marketing Environment, <i>Assignment content</i>
4	24 Mar	Consumer Behaviour	5 (106-123)	No tutorial
5	31 Mar	Market Segments and Targets	8	<b>Due: 12pm, Thursday 3 Apr, 2 page draft of Situational Analysis (10%). Assignment Box, location TBA. <u>No Extensions granted.</u></b>
6	7 Apr	Developing New Products and Services	9	T3: Quiz – 5% Market Segments and Targets Discussion: Consumer Behaviour & Market Research
7	14 Apr	Managing Products, Services and Brands	10	T4: Quiz – 5% Developing New Products and Services. Discussion: <i>Assignment content</i> (Perceptual Mapping, Branding, Market Segments)
<b>Mid Trimester Break, 18 Apr – 4 May</b>				
8	5 May	Pricing the Product	11	T5: Discussion: <i>Assignment content</i> (Recommendations and Conclusions). Individual discussion/feedback
9	12 May	Integrated Marketing Communications	14 & 15	T6: Quiz: Pricing 5% Discussion: Pricing, Communications
10	19 May	Supply Chain Management, Retailing, & Internet Marketing	12 & 13	No tutorial <b>Due: 12pm, 20 May, Situational Analysis (20%). Assignment Box, location TBA.</b>
11	26 May	Global Marketing	6	No tutorial
12	2 Jun	Ethics and Social Responsibility/Exam Prep	4	T7: Examination Preparation

## Readings

The prescribed text for the course is:

*Marketing: The Core* Kerin, McDonnell, deMeyrick 9780074716182 local Australian / New Zealand edition.

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 advised to buy the text.

## Materials and Equipment

A silent and non-programmable calculator will be required for Tutorial 6.

## Assessment

You will be assessed for evidence of learning, for your understanding of marketing principles, and your ability to apply them practically.

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

	<b>Due Date</b>	<b>Value</b>	<b>Objectives Assessed</b>
2 page Draft - Situational Analysis Report	Thursday 3 April, 12pm. Assignment box, Location TBA. <b><u>No extensions granted.</u></b>	10%	Provide feedback for the full report.
Marketing Report - Situational Analysis	Tuesday 20 May, 12pm. Assignment box, Location TBA. Electronic Copy through <i>Turnitin</i> by 5pm.	20%	2,4,5,6
Tutorial Quizzes	Tutorials 2, 3, 4, 6. Students must take the quiz in the tutorials they are registered for.	20%	1,2
Final Examination (2 hours)	Examination Period	50%	1,2,3,4,5

## 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 5 deadlines also apply to electronic submissions on Turnitin. In addition, electronic files that cannot be accessed will be deemed late and will incur penalties.

**Page Limit:** Failure to adhere to the page limit will incur a penalty of 5 percent of available marks for each page over the limit.

## Use of Turnitin

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

**Extensions:** Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 101 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.

### **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 following period:

Friday 13<sup>th</sup> June – Wednesday 2<sup>nd</sup> July (inclusive)

### **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50% or better, students must:

1. Submit the Marketing Report in a hard copy, plus electronically to Turnitin, by the deadline.
2. Achieve at least 40% in the final examination.

If you cannot complete an assignment or sit a test or examination, refer to

[www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

### **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.

### **Student feedback**

Student feedback on University courses may be found at

[www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

### **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.

### **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.

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