

School of Marketing and International Business

MARK 201 MARKETING MANAGEMENT

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Micael-Lee Johnstone
Office: RH 1124, Level 11 Rutherford House
Phone: 04-463 6933
Email: micael-lee.johnstone@vuw.ac.nz
Office Hours: (or by appointment) Wednesdays 11.30pm – 1.00pm

Course Administrator: Mrs Jessie Johnston
Office: RH 1121, Level 11 Rutherford House
Phone: 04-463 5330
Email: jessie.johnston@vuw.ac.nz
Office Hours: Monday to Friday: 9.00 am – 4.00pm

Trimester Dates

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

Withdrawal from Course

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

Wednesday 3.40pm – 5.30pm

Government Building, GBLT1

Course Delivery

The course will incorporate lectures, reading 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.

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

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.

Prescription

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.

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) Produce a marketing plan

Course Content

Week	Tutorials	Lectures	Topics	Assessment Dates
1	No tutorial	5 March	Strategic Marketing Planning	
2	No tutorial	12 March	New Product Development (NPD) & Innovation	
3	Week beginning 17 March Tutorial 1: NPD (2%)	19 March	Strategic Marketing Analysis	
4	Week beginning 24 March Tutorial 2: Assignment 1 workshop	26 March	Branding & Positioning	
5	Week beginning 31 March Tutorial 3: Branding (2%)	2 April	Product Decisions	
6	No tutorial	9 April	Communication Decisions	Assignment One Due Wednesday 9 April 3pm
7	Week beginning 14 April Tutorial 4: Promotion (2%)	16 April	Pricing Decisions	
		21 April – 4 May	Mid-trimester break	
8	Week beginning 28 April Tutorial 5: Pricing (2%)	7 May	Distribution Decisions	
9	Week beginning 5 May Tutorial 6: Distribution (2%)	14 May	Evaluation & Control	
10	Week beginning 12 May Tutorial 7: Assignment 2 workshop	21 May	Marketing & Ethics	
11	No tutorial	28 May	Contemporary Issues in Marketing	Assignment Two Due Wednesday 28 May 3pm
12	No tutorial	4 June	Course Overview & Exam Briefing	

Note: This is a tentative schedule. There may be a need to revise some of these dates. Changes will be notified in class and/or on the Blackboard site.

Readings

Readings will be posted on Blackboard.

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 the final examination.

Assessment

No.	Assessment	%	Due Date
1	Assignment One: Strategic Analysis Report (PART A) Written report – The page limit will be reported on the assignment handout. (<i>Objectives 1 & 2</i>)	20	Wednesday 9 April 3pm
3	Assignment Two: Strategic Marketing Plan (PART B) Written report – The page limit will be reported on the assignment handout. (<i>Objectives 1 – 4</i>)	20	Wednesday 28 May 3pm
4	Tutorial participation – Tutorials 1, 3, 4, 5, 6 (<i>Objectives 1 & 2</i>)	10	Check the Course Content on page 2
5	Exam (External assessment) 2 hour exam, closed book, silent non-programmable calculators required. (<i>Objectives 1 – 4</i>)	50	TBA
		100	

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-.

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.

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 2.54cm on top, bottom, left, and right margins).

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.

Handing in assignments

All assignments **must** have a Cover Page. This can be found on *Blackboard*.

Post Assignments 1 and 2 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 in the assignment 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.

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 13th June – Wednesday 2nd July (inclusive).

Mandatory Course Requirements

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

- Complete assignments one and two
- Attain a minimum grade of 40% in the final exam.

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).

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

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.

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.

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.
