

SCHOOL OF MARKETING & INTERNATIONAL BUSINESS

MARK 401
ADVANCED MARKETING MANAGEMENT

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Dr. Annie H. Liu	Course Coordinator
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Trimester Dates

Teaching Period: Monday 3rd March – Friday 6th June
Study Period: Monday 9th June – Thursday 12th June

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

Sessions will be held in RWW126 Tuesdays 10.30 am to 13.20 pm

Course Delivery

MARK 401 consists of one three hour seminar each week.

Group Work

There is no group work in MARK 401.

Expected Workload

In MARK 401 you will be expected to devote 10-12 hours per week of independent study to the course, including: attending class, reading assigned articles/book chapters, preparation of the research proposal and other assessment.

Prescription

The formulation of effective marketing programmes and plans; including examination of the theoretical bases which underlie product and service policy, brand management, pricing strategies, marketing communications and distribution systems.

Course Learning Objectives

By the end of this course, students should be able to:

1. Discuss and critique the historical and ongoing development of marketing as a discipline.
2. Categorise, understand, and critically analyse the published literature in marketing.
3. Show a sound understanding of marketing constructs and models.
4. Demonstrate independent thought and strong conceptual skills.
5. Identify and synthesise relevant journal articles from the published literature.
6. Develop and defend a line of argument.

Course Content

Students will be exposed to a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and more recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

(Please note this schedule is subject to change)

Date	Topic	Student presentations
Week 1	Welcome - Introduction	
Week 2	Development of Marketing Theory & Thought	Article critiques/presentation
Week 3	Marketing Fundamentals	Article critiques/presentation
Week4	Relationship Marketing	Article critiques/presentation
Week 5	Brand Equity & Brand Marketing	Article critiques/presentation
Week 6	Services/ Social Marketing	Article critiques/presentation
Week 7	Marketing Strategy Essay DUE Tuesday 15thApril 3.30pm	Article critiques/presentation
<u>MID-TERM BREAK 18th APRIL TO 4th MAY 2014</u>		
Week 8	Business to Business Marketing	Article critiques/presentation
Week 9	Marketing Channels/Supply Chain	Article critiques/presentation

Date	Topic	Student presentations
Week 10	Professional Selling & Sales Management	Article critiques/presentation
Week 11	Course Summary & Examination Overview	
Week 12	Test 3rd June at 10.30am in RWW126	

Readings

A list of readings will be provided in class for each main section of the course. Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches in the library. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

Materials and Equipment

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

Assessment

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-.

MARK 401 is 60% internally assessed and 40% assessed through a final test. 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:

Written essay	30%	<i>(Objectives 1-6)</i>
Written article critique	25%	<i>(Objectives 1-6)</i>
Verbal article critique presentation	15%	<i>(Objectives 1-6)</i>
Test (open book)	30%	<i>(Objectives 1-6)</i>
TOTAL	<u>100%</u>	

Written Essay One

Individually write an essay of up to 2000 words selecting one from a list of topics that will be provided in the first week of class. Your essay must show evidence of independent library research and some reading (at least seven salient references) around the topic under discussion.

**Due date for essay:
Tuesday 15th April by 3.30pm**

Article Critiques

From Week 3, each week one or two students will be required to submit a synopsis and critique of one of the assigned articles. Word limit for the critique is 2000. 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:** Summarize the article, how does it fit in the literature that you have summarized 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 must be presented in class for a period of up to 15 minutes. Students should allow 3 - 5 minutes for questions at the end. Students will then lead a discussion of the article. The length of the discussion can vary depending upon the interest generated and other points that might flow out of the discussion. As a guide however, prepare to lead the class discussion for 15-30 minutes. Allocation of groups and topics will be undertaken during class in the first week.

Test

The test will occur during class time in week 12, on **Tuesday 3rd June in R22126 at 10.30am.**

Penalties

A 10% penalty will be incurred for every day of late submission. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the Course Co-ordinator.

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must submit all of the assigned work as outlined in the course outline and obtain a minimum mark of 50% in the final test.

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

Any additional information or changes will be communicated in class, on the MARK 401 Blackboard site or via email.

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.
