

School of Marketing and International Business

MARK101 PRINCIPLES OF MARKETING

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Michelle Renton
E-mail: michelle.renton@vuw.ac.nz
Office Hours: Wednesday 9am – 10am EA115 (Kelburn Campus)
(or by appointment)

Course Administrator/Senior Tutor: Hayley Smith
E-mail: hayley.smith@vuw.ac.nz
Office Hours: Tuesday 11am – 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 14th July – Friday 17th October

Study Period: Monday 20th October – Thursday 23rd October

Examination Period: Friday 24th October – Saturday 15th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th 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 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 16017: Wednesday	Hugh McKenzie HMLT205	10.00am - 11.50am
CRN 16018: Tuesday	Student Union MT228	9.00am – 10.50am

Course Delivery

MARK 101 consists of one 2-hour lecture and 7 weeks of tutorials.

Tutorial Registration:

Tutorials begin in Week 2, commencing Monday 21st July. Sign-up will be through the S-cubed tutorial registration system available through Blackboard. S-cubed will open for registration on Monday 14th July at 10am and close on Friday 18th July at 8.30am.

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

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.

Prescription

An introduction to the study of marketing and its role in developing a strategic customer/client focus within commercial, public sector and not-for-profit organisations.

Materials and Equipment

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

Course Content

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.

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	14 July	Course Introduction, Marketing Overview, Role of Marketing in Developing Customer Relationships and Value	1	No tutorial
2	21 July	Strategic Planning, Marketing Environment	2 & 3	T1: Introduction, Situational Analysis Assignment Overview.
3	28 July	Market Research	7	T2: Quiz – 5%: Strategic Planning & Marketing Environment. Discussion: <i>Assignment content</i>
4	04 August	Consumer Behaviour	5 (106-123)	No tutorial Due: 12pm, Thursday 07 August, 2 page draft of Situational Analysis (10%). Assignment Box, Murphy building. <u>No Extensions granted.</u>
5	11 August	Market Segments and Targets	8	No tutorial
6	18 August	Developing New Products and Services	9	T3: Quiz – 5% Market Segments and Targets Discussion: Positioning & Market Segments.
Mid Trimester Break, 25 August – 7 September.				
7	8 September	Managing Products, Services and Brands	10	T4: Quiz – 5% Developing New Products and Services. Discussion: Assignment hand back, feedback and report writing.
8	15 September	Pricing the Product	11	T5: Discussion: Assignment Content (PESTE/TOWS)
9	22 September	Integrated Marketing Communications	14 & 15	No tutorial Due: 12pm, Thursday 25 September, Situational Analysis (20%). Assignment Box – Murphy Building. Due to Turnitin by 5pm.
10	29 September	Supply Chain Management, Retailing, & Internet Marketing	12 & 13	T6: Quiz: Pricing 5% Discussion: Communications
11	06 October	Global Marketing	6	No tutorial
12	13 October	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.

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-.

	Due Date	Value	Objectives Assessed
2 page Draft - Situational Analysis Report	Thursday 7 August 12pm. Assignment box, - Level 2, Murphy Building. <u>No extensions granted.</u>	10%	Provide feedback for the full report.
Marketing Report - Situational Analysis	Thursday 25 September 12pm. Assignment box - Level 2, Murphy Building. 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.

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 24th October – Saturday 15th November (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

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 101 Blackboard site. Information specific to MARK 101 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.
