

School of Marketing and International Business

MARK 201 Marketing Management

Trimester Two 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Lin Yang
Office: Room RH 1116 – Level 11 Rutherford House
E-mail: lin.yang@vuw.ac.nz
Office Hours: Thursdays 10.30am – 12.20pm

Course Administrator: Jessie Johnston
Office: Room RH 1121 – Level 11 Rutherford House
E-mail: jessie.johnston@vuw.ac.nz
Phone: 463 5330
Office Hours: Monday to Friday – 9.00 am – 4.00pm
Contact Jessie for course administration questions and tutorial signups.

Senior Tutor: Hayley Smith
Office: Room RH 1114 – Level 11 Rutherford House
E-mail: hayley.smith@vuw.ac.nz
Phone: 463 5080
Office Hours: Friday 9.30 – 11.20am
Contact Hayley for questions related to tutorials and assignment requirements.

Trimester Dates

Please note the following dates for this Trimester:

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

Lectures:

Wednesday 2.40 pm – 4.30 pm, Rutherford House, RH LT1.

Course Delivery

This course is delivered using scheduled lectured sessions, seven tutorials, assigned readings, and Blackboard resources.

Tutorials

A tutorial schedule, along with instructions, will be posted on *Blackboard* at the beginning of the trimester. Tutorials will commence in week 3, the week beginning 28 July. Sign-up, using the **S-cubed will open at 6.30pm on Monday, 14th July and close at 3.30pm Friday, 18th July.** Tutorial times will be confirmed during week 2. Please contact **Jessie Johnston** if you have any tutorial registration enquiries.

If you are unable to attend your tutorial stream due to exceptional circumstances (e.g. illness with supporting medical documents), you will need to contact the Senior Tutor Hayley Smith hayley.smith@vuw.ac.nz who will discuss your options with you.

Group Work

There will be no group work in this course.

Expected Workload

On average, students are expected to spend 10 hours of study per week, over the 15 week trimester for MARK 201. This time includes time preparing for and attending lectures and tutorials, reading the course material, preparing assignments and studying for the final examination. 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 completion of 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

MARK 201 COURSE OUTLINE (subject to minor changes)				
Week	Date	Topics	Readings	Tutorials
Week 1	16-Jul	Course Overview & Marketing Strategy	Ch2	No Tutorial
Week 2	23-Jul	Marketing Strategy & Planning; New Product Development (NPD)	Ch 2, 9 & Reading on Blackboard	No Tutorial
Week 3	30-Jul	NPD & Innovation; Product & Service Decisions	Ch 8 & 9	Tutorial 1 Strategy & Assignment discussion
Week 4	6-Aug	Branding; Understanding Customers	Ch 8 & 5	Tutorial 2 New product development
Week 5	13-Aug	Segmenting, Targeting, & Positioning	Ch 7	Tutorial 3 Branding
Week 6	20-Aug	Pricing Decisions	Ch 10	No Tutorial Assignment One Due
Assignment One Due on Tuesday 19th August 12 noon In Assignment Box No. 2 on Mezzanine Floor Rutherford House.				
Mid-term Break				
Week 7	10-Sep	Distribution Decisions	Ch 11&12	Tutorial 4 Pricing
Week 8	17-Sep	IMC & Promotional Decisions	Ch 13& 14	Tutorial 5 Distribution
Week 9	24-Sep	Evaluation & Control	Reading on Blackboard	Tutorial 6 Promotion
Week 10	1-Oct	Marketing & Ethics	Reading on Blackboard	Tutorial 7 Drop-in Session
Week 11	8-Oct	Special Topic	Reading on Blackboard	No Tutorial Assignment Two Due
Assignment Two Due on Thursday 9th October 12 noon In Assignment Box No. 2 on Mezzanine Floor Rutherford House				
Week 12	15-Oct	Course Summary & Exam Briefing		No Tutorial

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:

Prescribed:

Marshall, Greg W. and Mark W. Johnston (2011), *Essentials of Marketing Management*, McGraw-Hill Irwin

Recommended:

Selected reading materials will be posted on Blackboard.

Materials and Equipment

No additional materials or equipment are required.

Assessment Requirements

No.	Assessment	%	Due Date for both Hard Copy and Turnitin
1	Assignment One: Strategic Analysis Report (PART A) <i>Written report – The word limit will be reported on the assignment handout. (Objectives 1 & 2)</i>	20%	Tues: 19 th Aug, 2014 12 pm
2	Assignment Two: Strategic Marketing Plan (PART B) <i>Written report – The word limit will be reported on the assignment handout. (Objectives 1- 4)</i>	30%	Thurs: 9th Oct, 2014 12 pm
3	Final Examination 2 hour exam, closed book, silent non-programmable calculators required. <i>(Objectives 1-4)</i>	50%	Examination Period
Total		100%	

From 2014, there is a new grade scheme in which the A+ range will be 90-100% and 50-54% will be a C-.

Penalties

A word limit is set so that staff can give equal attention to everybody's work. It is also important to remember that more does not equal better, and that concise communication is highly valued in business. You will be penalised by a loss of 10% of marks for every 100 words over the limit.

In fairness to other students, work submitted after the deadline will incur a penalty of 10% per day. For example, if you receive 60% as the final mark for your assignment, it will be reduced to 50%. If you are not able to submit your work on time, in the MARK 201 box on the mezzanine floor, you must hand it in to the school office on the 11th floor of Rutherford House.

You are expected to plan your work to make sufficient allowance for the requirements of other courses, work commitments, etc. Extensions are not encouraged. However, in the event of an unusual circumstance, such as a serious illness or family bereavement, you should discuss waiver of any penalties incurred for lateness with course co-ordinator.

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 subject to checking by Turnitin. Turnitin will retain a copy of submitted materials 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 50% in the course overall, in order to meet the mandatory course requirements in MARK 201, you must:

- Submit assignments one and two including turnitin copy
- Attend and participate in 4 out of the first 6 tutorials
- Obtain a minimum grade of 40% in the final exam.

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

MARK 201 has its own course page on Blackboard where course information, lecture notes, links and extra readings will be posted. 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 audit purposes. 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.
