

School of Marketing and International Business

MARK 303 STRATEGIC MARKETING MANAGEMENT

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer Dr Janine Williams
Office: RH 1127, Rutherford House
Phone: 04-463 5027
Email: janine.williams@vuw.ac.nz
Office Hours: (or by appointment) Wednesdays, 2.40 pm to 3.30 pm

Course Administrator: Helen Hynes
Office: RH 1130, Rutherford House
Phone: 463 5529
Email: helen.hynes@vuw.ac.nz
Office Hours: Monday to Friday 9.30am to 4.30pm
Contact Helen for questions regarding tutorial sign-up, mandatory tutorials, assignment submission and general course administration inquiries.

Teaching Assistant: Martyn Gosling
Email: martyn.gosling@vuw.ac.nz
Office Hours: By appointment
Contact Martyn for questions related to tutorial content and assessment requirements.

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

Lectures:

MARK 303 lectures will be conducted in two 50-minute sessions each week:

Mondays: 1.40 – 2.30pm, Rutherford House, RHLT1
Wednesdays: 1.40 – 2.30pm, Rutherford House, RHLT1

Course Delivery

There are two lectures per week and seven tutorial sessions as noted in the schedule. The first tutorial will commence in week two. Lectures and tutorials will include discussion, in-class exercises, and group activities. Students should plan to attend all sessions, having read the indicated materials. Students should also be prepared to participate in the class discussions and activities

Tutorials:

Times and places for the tutorials will be posted on Blackboard. Sign-up for tutorials will occur via S-cubed, instructions for this will be provided on the Blackboard site. The S-cubed site will be available on Blackboard from **12.30pm, Monday 14th July**. Please sign up as soon as possible or by Friday 18th July. Tutorials will commence in Week 2, beginning Monday 21st July.

If you are unable to attend a lecture or tutorial, please make arrangements with another student in the class to review the notes (unless it is a mandatory tutorial then please contact the course administrator). You may also refer to the Blackboard site for a general outline of material covered, but please do not use this to replace your attendance.

Expected Workload

MARK 303 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 303. This time includes time preparing for and attending lectures and tutorials, preparing for the assignments and studying for the final examination.

Prescription

This is a capstone course for marketing students. A strategic framework is established that places customers at the centre of enterprise activity. Themes include environmental scanning, brand management, and strategy formulation, using an integrated case-based approach.

Course Learning Objectives

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

1. Summarise the volatile and changeable nature of the market place and organise marketing theories and knowledge accordingly;
2. Use techniques for undertaking strategic market analysis and formulating marketing strategies;
3. Use financial problem-solving techniques to inform marketing opportunity analysis;
4. Articulate their own mental model of marketing including the drivers and enablers of customer demand, the CMO role, and stakeholder perspectives; and
5. Creatively apply strategic marketing thinking in a way that fosters and rewards sustainable approaches to customer need fulfilment.

Course Content

This is a capstone course which means you are expected to draw from all the disciplines and expertise you have gained as part of your degree. During this process we will establish a strategic framework with a central focus on existing and potential customers. You will receive guidance on how to think strategically, monitor and respond to environmental trends and industry forces. You will learn how to formulate strategy over a longer term of three to five years in a rapidly changing business environment.

Teaching Week	Lecture Topic	Readings	Tutorial
Week 1 14 and 16 July	Course Introduction What is Strategic Marketing? Assignment introduction	Chapter 1	No Tutorial
Week 2 21 and 23 July	Strategic Thinking and Strategic Decision Making <ul style="list-style-type: none"> • Overview of the process • Levels of analysis 	Chapters 2 and 13	T1: Understanding the business
Week 3 28 July and 30 July	Strategic Analysis <ul style="list-style-type: none"> • Business definition and scope • Review of the external environment – remote forces 	Chapter 3	T2: Talking to our company and beginning our review of the external environment MANDATORY
Week 4 4 and 6 August	Strategic Analysis <ul style="list-style-type: none"> • Review of the external environment – near forces • Where is the near market heading? • Critical success factors 	Chapter 3	T3: Continuing our review of the external environment
Week 5 11 and 13 August	Strategic Analysis <ul style="list-style-type: none"> • Review of internal capabilities • Problems and opportunities 	Chapter 3	T4: Determining critical success factors, reviewing internal capabilities and setting objectives
Week 6 18 and 20 August	Strategy Development – High-level Decision Making <ul style="list-style-type: none"> • Marketing objectives and high level strategy 	Chapter 4	No Tutorial
ASSIGNMENT PART 1– MARKET ANALYSIS			
due 10.00am, Tuesday 19 August			
Mid Trimester Break			
Week 7 8 and 10 September	<ul style="list-style-type: none"> • Guest speaker – Promotional products • Marketing Strategies –target market segments, product and brand positioning 	Chapters 4 and 5	T5: Arriving at high level strategies and considering implications for tactical decisions

Week 8 15 and 17 September	The high level strategic mix <ul style="list-style-type: none"> • People/ process/ physical • Product/ price 	Chapters 6 and 7	No Tutorial
ASSIGNMENT – PRESENTATION slides to be emailed to tutors by 10.00am, Monday 22 September			
Week 9 22 and 24 September	The high level strategic mix <ul style="list-style-type: none"> • Distribution and channel management • Integrated marketing communication strategies • Advertising • Guest speaker – Brand manager 	Chapters 8, 9 and 10	T6: PRESENTATIONS attendance mandatory
Week 10 29 September and 1 October	<ul style="list-style-type: none"> • Other strategic tools • Budget • Implementation, evaluation and control 	Chapters 11 and 12	T7: PRESENTATIONS attendance mandatory
ASSIGNMENT PART 2 – MARKETING PLAN due by 10am, Friday, 3 October			
Week 11 6 and 8 October	<ul style="list-style-type: none"> • Sustainability as a force for change • Corporate social responsibility & ethics 		No Tutorial
Week 12 13 and 15 October	<ul style="list-style-type: none"> • Final reflections on strategic marketing and what strategic marketing is • Course review and examination briefing 	Chapter 12	No Tutorial

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

Readings

The prescribed text for the course is noted below, and may be purchased from Vic Books:

Title: *Strategic Marketing: Decision Making & Planning* (3rd Edition)

Author: Peter Reed

Publishers: Cengage Learning: Australia, 2010

Several cases from the following text will be used. It can be purchased online as an e-book through Wiley Publishing (<http://www.vitalsource.com/downloads>) for \$50 and it will also be available through the library. I will provide a copy of the main cases we use on Blackboard

Title: *Marketing Mistakes and Successes*

Authors: Robert Hartley, Cindy Claycomb

Publishers: Wiley, 2014

Additional short readings and videos are often utilised to supplement the text. When appropriate, readings will be posted on Blackboard.

It is important that you become aware of what is going on in business; you are expected to be up to date with current issues in the New Zealand, if not overseas, business worlds. This means you should regularly read the business section of a reputable newspaper or news site. This reading is essential not only for MARK 303 but also if you want to have a successful business career.

For supplementary material, reading the Economist or Financial Times will give you a good sense of the issues current in business worldwide, as well as changes to the environment in which business operates. Similarly, reading the Sloan Management Review or the Harvard Business Review will show you the ideas that consultants are urging businesses to adopt. For news from the cutting edge of academic marketing, read the Journal of Marketing. There is a variety of other more specialised academic journals which you may need to draw on if you are interested in a particular issue. Additional important information can be found by searching the library catalogue and databases and using Google and Google Scholar (www.scholar.google.com).

Materials and Equipment

A silent, non-programmable, calculator will be required for the course and final examination.

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-.

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below. Further details on the assignment will be handed out to the class and posted on the Blackboard site.

1. **Assignment 1:** worth 20%
Words: 2500
Due: Tuesday 19th August, 10 am
Learning objectives: 1,2,3,4,5
2. **Presentation:** worth 10%
Length: 5 minutes
Slides Due: Monday 22nd September, 10 am; Presentations held: Weeks 9 and 10
Learning objectives: 1,2,3,4,5
3. **Assignment 2:** worth 30%
Length: 3500
Due: Friday 3rd October, 10 am
Learning objectives: 1,2,3,4,5
4. **Final examination:** worth 40%
The final examination for this course will take place during the examination period which runs from Friday 24th October – Saturday 15th November (inclusive). The date, time and place will be announced during the term. This examination will be closed book and two hours in duration.
Learning objectives: 1,2,3,4,5

Group work: There is no assessed group work in MARK 303 and the assignments *must be written entirely by you*. You will share and discuss ideas in preparation for and during the writing of your assignments but you must write your own assignment in your own words. The assignments can make use of information sources, graphs and charts that are shared in tutorials and through discussions.

Please also note mandatory course requirements (see over).

Assignments

Handing in Assignments

All assignments must have a Cover Sheet. This can be found on Blackboard. Post your assignment in the MARK 303 Assignment Box No.5, located by the windows in Rutherford House on the mezzanine floor by the due date and time. Assignments must be submitted electronically to Turnitin on Blackboard by the same due date /time.

Any work received after that time will be deemed late and incur penalties (see below). Late assignments must be date stamped and signed-in by a staff member at the reception desk on Level 11, Rutherford House. Do NOT slide them under doors or put them into the box after the due date.

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 at the reception desk on Level 11, Rutherford House for three months following the end of term, and then disposed of.

Penalties

The following penalties will be imposed:

Late Penalty: Assignments received after the deadline 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%). Assignments received seven days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course. These deadlines also apply to electronic submissions on Turnitin. In addition, electronic files that cannot be accessed will be deemed late and will incur penalties.

Word Count: Marks will be deducted at the rate of 5% for each 100 words over a 110% 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

- Attend tutorials 2, 6 and 7
- Submit the assignments and presentation slides as outlined in the assessment section;
- Present in tutorials 6 or 7; and
- Score over 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

Course information and lecture slides will be posted on the Blackboard website – <http://blackboard.scs.vuw.ac.nz>. Lecture slides available will provide a framework only of the main points presented in the lectures. Additional information and/or announcements which may need to be made from time to time will be posted on the Blackboard site, and made in class when possible. Distribution of course material and handing back of assignments will occur during class or tutorial time unless otherwise noted.

Students are expected to regularly consult Blackboard to check for announcements, and also to regularly check their student e-mail account for individual messages which may become necessary.

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.
