

## Marketing and International Business

# MARK 101 PRINCIPLES OF MARKETING

Trimester 3, 2014

## COURSE OUTLINE

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### Names and Contact Details

**Course Coordinator:** Dr. Aaron Gazley  
Email: [aaron.gazley@vuw.ac.nz](mailto:aaron.gazley@vuw.ac.nz)  
Your first point of contact should be the course tutors through the online discussion boards on Blackboard.

**Course Administrator:** Katrina Walsh  
RH 1121, Rutherford House  
Email: [katrina.walsh@vuw.ac.nz](mailto:katrina.walsh@vuw.ac.nz)  
Office Hours: Monday to Friday 9:00am – 4:00pm

### Trimester Dates

Teaching Period: 17 November 2014 to 13 February, 2015  
Examination Period: 16 February 2014 to 21 February, 2015 (inclusive)

### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before 28 November 2014.
2. The standard last date for withdrawal from this course is 27 January 2015.

After the last date stated in #2, 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

As this is a distance course, there are no class times.

The final examination for MARK 101 will be held at Victoria University during the examination period listed above.

## **Course Delivery**

All course content is accessed using Blackboard. Your video lectures are accessed through Blackboard. Your assessment and communication with classmates, tutors and the lecturer are also accessed through Blackboard.

## ***Blackboard***

Once you have selected MARK 101 distance in Blackboard, please click on the discussion link on the left hand side and you will see the group you have been assigned to.

## **Group Work**

There is no group work in MARK 101.

## **Expected Workload**

It is expected that between video lectures, video cases studies, interactivities, assigned readings and discussion board postings you should spend at least 10-14 hours per week. It is vital that you meet all mandatory course assessments according to established dates and times.

## **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.

## **Course Learning Objectives**

### **By the end of this course, students should be able 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 Pacific Basin and global perspective.
5. Analyse marketing problems associated with the processes involved in making marketing decisions and present coherent solutions to such problems.
6. Organise and explain processes involved in the preparation of marketing strategies and plans.

## **Course Content**

Note: As this is a distance course, all course content is located on Blackboard. Your video lectures, assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard. As a quick reference, the course is broken down into 10 modules as follows:

### **SECTION 1 – INTRODUCTION TO MARKETING**

Module 1.1 - Creating Customer Value and Building Relationships — Fundamental Concepts of Marketing

Module 1.2 - Strategic Marketing Planning

Module 1.3 - Marketing Opportunities and the Market Environment

### **SECTION 2 – UNDERSTANDING MARKETS**

Module 2.1 - Market Research

Module 2.2 - Market Segmentation

Module 2.3 - Buyer Behaviour

Module 2.4 - Product Planning and Pricing

## SECTION 3 – MEETING THE MARKET

Module 3.1 - Marketing Channels and the Supply Chain

Module 3.2 - Marketing Communication

Module 3.3 - New Product Development and the Product Life Cycle

### Readings

The prescribed textbook is:

Marketing: The Core, Kerin *et al*, McGraw Hill, 2008

### Materials and Equipment

Silent non-programmable calculators are permitted in the final examination.

### Assessment

Assessment in MARK 101 is comprised an internet exercise, and one online multi-choice test prior to a final examination. For more details, please refer to the 'Terms Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

### *Assessment Breakdown*

Assessment	Date	Value	Objectives Assessed
Multi-Choice Test	From 9am until 7pm, Wednesday 17 <sup>th</sup> December, 2014	20%	1, 2
Internet Exercise	Wednesday 28 <sup>th</sup> January 2015, 8pm (2500 Words)	20%	3, 4, 5, 6
Final Examination Period	16 – 21 February 2015 (2 Hours)	60%	1, 2, 4, 5, 6
Total		100%	

### **Penalties**

There will be a 10% deduction for each day that the internet exercise is submitted late.

### **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:

16 – 21 February 2015

### Mandatory Course Requirements

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

- Contribute to **all** 10 compulsory discussion boards and you must not post late for more than 2 of these discussions.

- 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](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

### **Communication of Additional Information**

For any course content related questions or course administration queries or problems, please first go into the appropriate *Discussion Board*. For unresolved queries relating to the above issues, contact Aaron Gazley, the MARK 101 Course Coordinator, email: [aaron.gazley@vuw.ac.nz](mailto:aaron.gazley@vuw.ac.nz).

### **Student feedback**

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://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.

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