

School of Marketing and International Business

MARK101 PRINCIPLES OF MARKETING

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Yuri Seo
E-mail: yuri.seo@vuw.ac.nz
Office Hours: Tuesday 1pm – 2pm EA115 (Kelburn Campus)

Course Administrator: Caleb Aveling
Office: RH 1130
Phone: 463 6919
E-mail: caleb.aveling@vuw.ac.nz
Office Hours: Kelburn Campus hours to be announced via Blackboard.

Tutors Contact Details

Tutor contact details, tutorial timetable and overview will be available on Blackboard under the Tutorials tab.

Trimester Dates

Teaching Period: Monday 2nd March – Friday 5th June

Study Period: Monday 8th June – Thursday 11th June

Examination Period: Friday 12th June – Wednesday 1st July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.
2. The standard last date for withdrawal from this course is Friday 16th of 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 or [online](#).

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 10047: | Tuesday | MCLT103 | 2:10pm – 4:00pm |
| CRN 8507: | Thursday | MCLT103 | 2:10pm – 4:00pm |

Tutorial Registration

Tutorials begin in Week 2, commencing Monday 9th March. Sign-up will be through the S-cubed tutorial registration system available through Blackboard.

S-Cubed will open at 9am, Monday 2nd March and close at 5pm Wednesday 4th March.

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

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.

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.

Course Content

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 | 2 Mar | Course Introduction, Marketing Overview, Role of Marketing in Developing Customer Relationships and Value | 1 | No tutorial |
| 2 | 9 Mar | Strategic Planning, Marketing Environment | 2 & 3 | T1: Introduction, Tutorials Overview, Situational Analysis Assignment |
| 3 | 16 Mar | Market Research | 7 | T2: Quiz – 5%: Strategic Planning & Marketing Environment. Discussion: Strategic Planning & Marketing Environment, <i>Assignment content</i> |
| 4 | 23 Mar | Consumer Behaviour | 5 (p.106-123) | No tutorial |
| 5 | 30 Mar | Market Segments and Targets | 8 | Due: 12pm, Thursday 2 Apr, 2 page draft of Situational Analysis (10%). Assignment Box, location TBA. <u>No Extensions granted.</u> |
| <i>Mid Trimester Break, 6 April – 19 April</i> | | | | |
| 6 | 20 Apr | Developing New Products and Services | 9 | T3: Quiz – 5% Market Segments and Targets Discussion: Consumer Behaviour & Market Research |
| 7 | 27 Apr | Managing Products, Services and Brands | 10 | T4: Quiz – 5% Developing New Products and Services. Discussion: <i>Assignment content</i> (Perceptual Mapping, Branding, Market Segments) |
| 8 | 4 May | Pricing the Product | 11 | T5: Discussion: <i>Assignment content</i> (Recommendations and Conclusions). Individual discussion/feedback |
| 9 | 11 May | Integrated Marketing Communications | 14 & 15 | T6: Quiz: Pricing 5% Discussion: Pricing, Communications |
| 10 | 18 May | Supply Chain Management, Retailing, & Internet Marketing | 12 & 13 | No tutorial Due: 12pm, 19 May, Situational Analysis (20%). Assignment Box, location TBA. |
| 11 | 25 May | Global Marketing | 6 | No tutorial |
| 12 | 1 Jun | 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.

Materials and Equipment

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

Assessment

You will be assessed for evidence of learning, for your understanding of marketing principles, and your ability to apply them practically.

Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

| | Due Date | Value | Objectives Assessed |
|--|---|--------------|---------------------------------------|
| 2 page Draft - Situational Analysis Report | Thursday 2 April, 12pm. Assignment box, Location TBA. <i>No extensions granted.</i> | 10% | Provide feedback for the full report. |
| Marketing Report - Situational Analysis | Tuesday 19 May, 12pm. Assignment box, Location TBA. 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. However, ***assignments received 7 days after the due date will not be marked.*** 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.

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.

Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 101 Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged **before** the due date.

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 12th June – Wednesday 1st July (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.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

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.

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.
