

School of Marketing and International Business

MARK 201 MARKETING MANAGEMENT

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Micael-Lee Johnstone
Office: RH 1124, Level 11 Rutherford House
Phone: 04-463 6933
Email: micael-lee.johnstone@vuw.ac.nz
Office Hours: TBA

Course Administrator: Mary Alexander
Office: RH 1121, Level 11 Rutherford House
Phone: 04-463 5330
Email: mary.alexander@vuw.ac.nz
Office Hours: Monday to Friday: 9.00 am – 4.00pm

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 15th 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

Thursday 3.40pm – 5.30pm Government Building, GBLT2

Course Delivery

In addition to one two-hour lecture per week, there will be six tutorial sessions. The first tutorial will commence in week three. Lectures and tutorials will include discussion, in-class exercises, and group activities. Students should plan to attend all lectures and tutorials, having read the required materials. Students should also be prepared to participate in the class discussions and activities.

Tutorials

Six one-hour tutorials will be held as noted in the schedule. 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. Final student allocation to tutorial groups and rooms will be posted on *Blackboard* by the end of Week 2. For all tutorial allocation enquiries, please contact the course administrator, Mary Alexander.

If you are unable to attend a lecture or tutorial, please make arrangements with another student in the class to review the notes. You may also refer to the *Blackboard* site for a general overview of the material covered, but please do not use this to replace your attendance. The tutorials have also been designed to assist you with your reports.

Expected Workload

MARK 201 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 14-week trimester for MARK 201. This time includes preparing for and attending lectures and tutorials, working on the assignments, and studying for the final examination. To get the most out of the course, please come **prepared** for all course activities as this will enable you to achieve the objectives of the course from an individual perspective. It also helps to promote an effective learning environment for the class as a whole.

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 completing 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

Week	Tutorials	Lectures	Topics	Assessment Dates
1	No tutorial	5 March	Overview Strategic Marketing Planning	
2	No tutorial	12 March	Strategic Marketing Planning	
3	Week beginning 16 March Tutorial 1: NPD	19 March	Strategic Marketing Analysis	
4	Week beginning 23 March Tutorial 2: Assignment 1 Workshop	26 March	Branding & Positioning	
5	No Tutorial	2 April	Product Decisions	Assignment One (25%) Tuesday 31 March 2pm
Mid-trimester Break		6 April – 17 April		
6	Week beginning 20 April Tutorial 3: Branding & Product Decisions	23 April	Communication Decisions	
7	Week beginning 27 April Tutorial 4: Communication Decisions	30 April	Pricing Decisions	
8	Week beginning 4 May Tutorial 5: Pricing Decisions & Value	7 May	Distribution Decisions	
9	Week beginning 11 May Tutorial 6: Distribution Decisions & Assignment 2 Workshop	14 May	Evaluation & Control	
10	No tutorial	21 May	Marketing, Social Responsibility & Ethics	Assignment Two (30%) Tuesday 19 May 2pm
11	No tutorial	28 May	Contemporary Issues in Marketing	
12	No tutorial	4 June	Course Overview & Exam Briefing	

Note: It is your responsibility to submit your assignments on time. A physical copy must be submitted by the deadline, as well as an electronic copy. If you work on Tuesdays, you either need to submit your assignment earlier than the deadline or arrange for someone else to submit it on your behalf.

Note: This is a tentative schedule. Changes to this schedule may well need to be made from time to time. Any revisions will be announced in class and posted on the blackboard site.

Readings

A list of the weekly readings and reading material will be posted on Blackboard. Students are expected to read the assigned material before attending lectures and tutorials.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, and tutorials. A silent and non-programmable calculator may be required for the final examination; students will be notified in week 12.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

No.	Assessment	%	Due Date
1	Assignment One: Strategic Analysis Report (Report A) See assignment sheet for details. (<i>Objectives 1 & 2</i>)	25	Tuesday 31 March 2pm
2	Assignment Two: Strategic Marketing Plan (Report B) See assignment sheet for details. (<i>Objectives 1 – 4</i>)	30	Tuesday 19 May 2pm
3	Exam (External assessment) 2 hour exam; closed book; silent non-programmable calculators may be required – students will be informed in week 12. (<i>Objectives 1 – 3</i>)	45	TBA
		100	

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the total 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%), 2 days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Using former work: The reports must be original work. If students submit work that they have used in other courses, e.g. MARK101, **50% will be deducted from the total available grade**. For example, a 78% becomes a 28%.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct, which can be downloaded from the policy website. You could fail your course or even be suspended from the University. You are strongly advised to consult the **Academic Integrity and Plagiarism** policy website at: www.vuw.ac.nz/home/studying/plagiarism.html. Your assignments will be submitted to *Turnitin* so be sure to correctly cite all your references. It is not worth the risk!

Page limits: Clear page limits are stated for each assignment. Failure to adhere to these limits will have **5% deducted from the available grade for every page that is over the limit**. For example, if it is one page over the limit, 73% becomes 68%; if it is 2 pages over the limit, 73% becomes 63%, and so on. (Note: all assignments must use 1.5 spacing; Times New Roman 12 font; margin size 2.54cm on top, bottom, left, and right margins).

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.

Handing in assignments

All assignments **must** have a Cover Page. This can be found on *Blackboard*.

Post Assignments 1 and 2 in the MARK 201 assignment box located in Rutherford House mezzanine level by the due date and time. Any work received after that time will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed in by the 11th floor reception staff. Do NOT slide them under doors or put them in the assignment box after the due date. Assignments must also be submitted to *Turnitin* via *Blackboard* by the due date and time.

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 (RH 1121) for three months following the end of term, and then disposed of.

Extensions

Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) by the MARK 201 Course Coordinator, and only in consultation with the 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:

- Complete assignments one and two
- Attend four out of six tutorials
- Attain a minimum grade of 40% in the final exam.

Failure to meet the mandatory course requirements will jeopardise your ability to accumulate sufficient marks to pass the course. The outcome for the course will be a standard grade (A+ to E).

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

The course outline, course notes, and other learning material will be available on *Blackboard*. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your SCS username and student ID. Click on the MARK 201 course heading under My Courses. It is your responsibility to ensure you check *Blackboard* on a regular basis. The course coordinator cannot be held responsible if you do not check the notices on *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.
