

SCHOOL OF MARKETING & INTERNATIONAL BUSINESS

MARK 401
ADVANCED MARKETING MANAGEMENT

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Prof. Peter Thirkell Course Coordinator
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Trimester Dates

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

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 the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Sessions will be held in RH 11.13 Tuesdays 9.30am to 12.20pm

Course Delivery

MARK 401 consists of one three hour seminar each week.

Group Work

There is no assessed group work in MARK 401.

Expected Workload

In MARK 401 you will be expected to devote 10-12 hours per week of independent study to the course, including: attending class, reading assigned articles/book chapters, preparation of the research proposal and other assessment.

Prescription

The formulation of effective marketing programmes and plans; including examination of the theoretical bases which underlie product and service policy, brand management, pricing strategies, marketing communications and distribution systems.

Course Learning Objectives

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

1. Discuss and critique the historical and ongoing development of marketing as a discipline.
2. Categorise, understand, and critically analyse the published literature in marketing.
3. Show a sound understanding of marketing constructs and models.
4. Demonstrate independent thought and strong conceptual skills.
5. Identify and synthesise relevant journal articles from the published literature.
6. Develop and defend a line of argument.

Course Content

Students will be exposed to a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

Readings

A full reading list is provided for each main section of the course. Because of copyright regulations you are responsible for accessing and producing your own copy of each article. Links to the articles are provided on the MARK 401 website.

Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches using library resources. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations and tutorial preparation.

Class Schedule and Topics

The schedule of general topics to be covered in weekly classes is summarised in the table below. While the general intent is to work systematically through the topics, be careful not to overly compartmentalise the material. All aspects of marketing relate to each other in some way or another, and you should be constantly assessing the conceptual linkages and relationships among the topic areas covered.

(Please note that the class schedule schedule is subject to minor change).

Class Schedule for MARK 401 in 2015

Date	Topic	Readings and assessment deadlines
Mar 3	Welcome and introduction The Marketing Concept	<i>The Marketing Concept: What It Is and What It Is Not</i>
Mar 10	History & Development of Marketing Thought	<i>Early Development of the Philosophy of Marketing Thought</i> <i>Early Schools of Marketing Thought & Marketplace Evolution</i> <i>Scholarly Research in Marketing: Exploring the "4 Eras" ... (116–130)</i>
Mar 17	Marketing Fundamentals	<i>The Capabilities of Market-driven Organizations</i> <i>Marketing Orientation: Antecedents and Consequences</i> <i>Toward a Theory of the Boundary-spanning Marketing Organization</i>
Mar 24	Relationship Marketing	<i>Quo Vadis, Marketing? Toward a Relationship Marketing Paradigm</i> <i>Relationship Marketing and its Synergy with Web-based Technologies</i> <i>Factors Influencing the Effectiveness of Relationship Marketing</i>
Mar 31	Marketing Strategy and emerging trends	<i>What drives Managerial Use of Marketing and Financial Metrics</i> <i>The Role of Marketing Managers' Commitment and Involvement ...</i> <i>The Dawn of Marketing's New Golden Age</i>
April 2nd Essay due by noon		
Apr 7 Apr 14	Mid-trimester Break	
Apr 21	Services marketing	<i>A Conceptual Model of Service Quality – Implications for Future Res' Evolving to a New Dominant Logic for Marketing</i> <i>The Service Encounter: Diagnosing favorable & unfavorable incidents</i>
Apr 28	Branding & Brand Equity	<i>Conceptualizing, Measuring, Managing Customer-Based Brand Equity</i> <i>Measuring Brand Equity across Products and Markets</i> <i>The Role of Brand in the Non-Profit Sector</i>
May 5	New Product Development and design	<i>Winning at new products (ch 1 & 2)</i> <i>Innovation in New Zealand: 2013</i> (download and review tables 1-15) <i>Information, promotion & adoption of innovative durables</i>
May 12	Macromarketing and sustainability	<i>Macromarketing: Past, Present, and Possible Future</i> <i>Scholarly Research in Marketing: Exploring the "4 Eras" ... (130–146)</i> <i>Reconceptualizing Resources: A Critique of Service-Dominant Logic</i>
May 19	Looking Forward	<i>Six Major Marketing Trends for the Year Ahead</i>
May 26	Pulling it all together	(no assigned readings)
June 2	June 2nd Class test (Open Book 3 hours)	

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

MARK 401 is 70% internally assessed and 30% assessed through a final test. Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall 'quality of mind' judgement by the examiners. In this respect, therefore, the adequacy of preparation for and quality of participation in class discussions will inform the overall judgement of honours programme lecturers.

Mark allocations for each assessment component are:

Written essay	30%	(Objectives 1-6)
Written article critique	25%	(Objectives 1-6)
Verbal article critique presentation	15%	(Objectives 1-6)
Test (open book)	30%	(Objectives 1-6)
TOTAL	<u>100%</u>	

Written Essay

Individually write an essay of up to 2000 words selecting one from a list of topics that will be provided in the first week of class. Your essay must show evidence of independent library research and some reading (at least seven salient references) around the topic under discussion.

Due date for essay:
Thursday 2nd April by Noon

Article Critiques

Each student is required to submit and present 2 critiques on the assigned articles. Each critique is expected to be 2-3 pages, single-spaced. The critique should assess where and how the topic fits within the marketing discipline, and identify any relevant linkages to other ideas and constructs within the marketing discipline, along with the strengths and limitations of the position adopted by the authors. It should also provide an assessment of the overall value of the contribution made by the article. Conciseness and ability to capture the essence of an article in the summary will be rewarded. Details will be discussed in the Week 1 session and a critique template will be provided. You are expected to read around the articles that you are critiquing.

The critique must be presented in class for a period of up to 15 minutes. Students should allow 3–5 minutes for questions at the end. Students will then lead a discussion of the article. The length of the discussion can vary depending upon the interest generated and other points that might flow out of the discussion. As a guide however, prepare to lead the class discussion for 15–20 minutes. Allocation of groups and topics will be undertaken during class in the first week.

Test

The test will occur during class time in week 12, on **Tuesday 2nd June from 9.30am–12:30pm**. This is an open book test.

Penalties

A 10% penalty will be incurred for every day of late submission. In the event of unusual circumstance e.g. serious illness, family bereavement, students should advise the Course Co-ordinator as soon as the circumstance becomes known, so that an extension without penalty can be considered.

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must submit all of the assigned work as outlined in the course outline and obtain a minimum mark of 50% in the final test.

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

Any additional information or changes will be communicated in class, on the MARK 401 Blackboard site or via email.

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.
