

School of Marketing and International Business

MARK 404 Critical Thinking in Contemporary Marketing

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator/Senior Lecturer: Dr James Richard
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My office hours are: Thursdays: 2:00pm – 3:00pm; other times by appointment

Course Administrator: Mary Alexander
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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

Lectures: Wednesday, 12:40 pm to 3:30 pm – Railway – RWW125

Course Delivery

The course will comprise primarily of student-led seminars and discussion, some lectures, and on-line material will also be incorporated.

Students are expected to attend all seminars, read the assigned material and be prepared to discuss Internet Marketing ideas and concepts in class

Expected Workload

The workload will vary throughout the course, however, at a minimum you will be expected to:

- 1) attend 3 hours of class per week
- 2) complete assigned reading – 2 - 3 hours per week
- 3) research and prepare for weekly seminars – 3 - 4 hours per week
- 4) prepare for Internet research project – 2 - 4 hours per week

Prescription

A critical examination of the academic literature concerning the impact and implications of technology and emerging research trends on contemporary marketing practice.

Course Learning Objectives

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

- 1) Explain the impact of current research trends involving technology and the Internet on marketing and an organisation's overall marketing framework in both B2C and B2B contexts (class participation, seminar presentations).
- 2) Interpret recent and expected technological changes and how these alter the traditional marketing practices (class participation, reviewer assignment).
- 3) Conduct seminars to critically review contemporary marketing articles (seminar presentations, reviewer assignment).
- 4) Use the Internet to conduct research with a full awareness of the advantages and disadvantages (Internet research project).
- 5) Demonstrate a working knowledge and understanding of the impact of technology on marketing research implementation issues (class participation, Internet research project).

Course Content

This course examines contemporary marketing issues with respect to technology advances and the impact on traditional methods of marketing and the related business functions. We will explore, through academic articles and research, the existing and future trends of marketing various goods and services. The focus of the course is not on mastering the technologies themselves, but on understanding their business applications from a research perspective. A user-based understanding of the Web and associated information technology and the ability to use the Internet for research purposes is required.

The following areas will be covered during the course:

- Impact of the Internet and digitalisation
- Conducting research on the Internet
- Electronic data collection (Big Data)
- Ethical considerations
- Mobile Marketing
- Emerging trends in research
- Intelligence gathering
- NeuroMarketing
- Social Media
- Virtual Reality

MARK 404 TIMETABLE (Subject to change)

WEEK	TOPIC
1	Course Introduction and Overview Impact of the digital world, technology trends wrt Marketing
2	Internet Marketing
3	Mobile Marketing
4	NeuroMarketing
5	Social media
Mid-term Break	
6	e-commerce (B2B) Internet research proposal due 4:00 pm
7	Virtual Reality
8	Technology in use
9	Big Data and Analytics
10	Trust and ethics
11	Looking ahead
12	Research presentations Internet research paper due 4:00 pm
END OF TERM	

Suggested readings:

Girden, E. R. (2001). *Evaluating research articles: From start to finish* (2nd ed.). Thousand Oaks, CA: Sage Publications.

APA. (2010). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Allen, P., Bennett, K., & Heritage, B. (2014). *SPSS statistics version 22: A practical guide*. South Melbourne, Australia: Cengage Learning.

Additional readings will be assigned each week as a basis for the seminar presentations. However you are expected to undertake additional research to prepare for each class, and will submit your own reading list to me at the start of each session.

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.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

MARK 404 is assessed on the basis of class participation; two seminar presentations and write up; two reviewer write ups; and one Internet research project as outlined below:

Assessment	Learning objective
Class Participation (ongoing)	10% LO1, 2, 5
Seminar presentations (two as scheduled)	30% LO3,
Reviewer assignment (two as scheduled)	10% LO2, 3
Internet research project (approx 3,000 words due 3 June) and summary presentation	50% LO4,5
Total	100%

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 10% for each day late. In the event of unusual circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course coordinator.

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.

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.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 404 Blackboard announcements and/or communicated through e-mail. You will be able to access the course outline, course notes, and other learning material via Blackboard. The address is: <http://blackboard.vuw.ac.nz>

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.
