

School of Marketing and International Business

MARK 101 PRINCIPLES OF MARKETING

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Michelle Renton

E-mail: michelle.renton@vuw.ac.nz

Office hours: Friday: 11.00-12.00 EA 115 (Kelburn), or by appointment

Senior Tutor: Kane Landers

E-mail: kane.landiers@vuw.ac.nz

Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October

Study Period: Monday 19th October – Thursday 22nd October

Examination Period: Friday 23rd October – Saturday 14th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th September 2015. 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*' form 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

CRN 16017: Tuesday, Friday

MCLT103

9.00am– 9.50am

CRN 16018: Tuesday, Friday

MCLT103

10.00am – 10.50am

Course Delivery

Tutorial Registration

Tutorials begin in Week 3, commencing 27th of July, 2015. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 101 will be available in My Allocator until 22 July.

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.

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

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
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 amendment.

Course Schedule

Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	13 July	Course Introduction, Marketing Overview, Role of Marketing in Developing Customer Relationships and Value	1	No tutorial
2	20 July	Strategic Planning, Marketing Environment	2 & 3	No tutorial
3	27 July	Market Research	7	T1: Introduction, Tutorials Overview, Tutorial assignments. Handout assignment one; Market Analysis Discussion: The Strategic Planning & Marketing Environment.
4	3 Aug	Consumer Behaviour	5 (p.106-123)	T2: MicroAnalysis / Consumer behaviour – Hand out Assignment two: Company background and internal analysis Due: Tutorial Assignment 1 (7%) Discussion: Understanding Consumers
5	10 Aug	Market Segments and Targets	8	T3 MacroAnalysis/ Market segmentation - Hand out Assignment three (PESTE) Due: Tutorial Assignment 2 (7%) Discussion: Market segmentation
6	17 Aug	Developing New Products and Services	9	T4 Competitor Analysis / Product Development - Handout Assignment 4 (Competitor grid) Due: Tutorial Assignment 3 (7%) Discussion: The product life cycle and Product strategies
Mid Trimester Break, 24 August – 6 September				
7	7 Sep	Managing Products, Services and Brands	10	T5: Segmentation and Target Marketing / Situational Analysis Report Handout Assignment 5 (Segmentation & Target Markets) Due: Tutorial Assignment 4 (7%) Discussion: The Situational Analysis Report Q & A
8	14 Sep	Pricing the Product	11	T6: Pricing Due Tutorial Assignment 5 (7%) Discussion: Pricing Strategies
9	21 Sep	Integrated Marketing Communications	14 & 15	No tutorial Due: 2pm, 24 September, Situational Analysis (25%). Assignment Box: Murphy, level 2.
10	28 Sep	Supply Chain Management, Retailing, & Internet Marketing	12 & 13	T7: Discussion Promotional Strategies and Distribution strategies.
11	5 Oct	Global Marketing	6	No tutorial
12	12 Oct	Ethics and Social Responsibility/Exam Prep	4	Drop in office hours for exam preparation.

Readings

The prescribed text for the course is:

Kerin *et al.*, *Marketing: The Core (1st ed., Australian/NZ)* McGraw-Hill.

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 the Exam.

Assessment

The 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
Tutorial Assignments	Assignment 1: Tutorial Week 4 (7%) Assignment 2: Tutorial Week 5 (7%) Assignment 3: Tutorial Week 6 (7%) Assignment four: Tutorial Week 7 (7%) Assignment five: Tutorial Week 8 (7%) <u>Note: Tutorial Assignments are to be submitted in Tutorials. No extensions are given on these.</u>	35% (cumulative)	Provide feedback for the full report.
Marketing Report - Situational Analysis	Thursday 24 September, 2pm. Assignment box, Murphy Level 2. Electronic Copy through <i>Turnitin</i> by 5pm.	25%	2,4,5,6
Final Examination (2 hours)	Examination Period	40%	1,2,3,4,5

Tutorial Assignments

Tutorial Assignments will be made available in Tutorial groups and on .Blackboard the week before they are due. Submission is directly to your tutor in your tutorial group at your tutorial time. If you do not submit your tutorial assignment at the assigned time it will not be marked. **No extensions are given for Tutorial Assignments.**

If you know in advance that you cannot attend your tutorial, contact your tutor via email before time to explain the circumstances. Email addresses are available on blackboard, look under contacts.

Failure to contact your tutor before your tutorial time will mean your tutorial assignment will not be marked.

Tutor contact details will be loaded on to blackboard before week 3.

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 the Marketing Report – situational analysis** assignment is 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. *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.

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:

Friday 23rd October – Saturday 14th November (inclusive)

Mandatory Course Requirements

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

1. Submit the full Marketing Report in a hard copy, plus electronically to Turnitin, by the deadline.
2. Achieve at least 40% in the final examination.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

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

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.

Early Alerts (Course Signals)

This course is using the Early Alerts (Course Signals) System which aims to help students to be successful in their study at VUW. The system is designed to help students assess their progress in their study, so that they can adjust their work effort or seek support early in the semester, to help them succeed.

Students will receive a traffic light signal through the course Blackboard page:



Green tick means high likelihood of succeeding in the course (if your progress does not decline).



Yellow triangle means potential problem with succeeding in the course (if your progress does not improve); and



Red cross means high likelihood of failing the course (if your progress does not improve);

Students will also receive email messages from their Course Coordinator via their Blackboard email address, which by default is their @myVUW account.

Information on resources and support services are available at www.victoria.ac.nz/students/support

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.
