

School of Marketing and International Business

## **MARK 201 MARKETING MANAGEMENT**

Trimester 2, 2015

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Coordinator: Dr Kate Daellenbach  
Office: RH 1117, Level 11 Rutherford House  
Phone: 04-463 6255  
Email: [kate.daellenbach@vuw.ac.nz](mailto:kate.daellenbach@vuw.ac.nz)  
Office Hours: Wednesdays, 1230-1330 or by appointment

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

#### **Trimester Dates**

Teaching Period: Monday 13<sup>th</sup> July – Friday 16<sup>th</sup> October  
Study Period: Monday 19<sup>th</sup> October – Thursday 22<sup>nd</sup> October  
Examination Period: Friday 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (inclusive)

#### **Withdrawal from Course**

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

Wednesday 10.30am – 12.20pm Rutherford House RHLT1

#### **Tutorial Registration**

Tutorials begin in Week 3 and sign-up will be through My Allocator:  
<https://student-sa.victoria.ac.nz/> . MARK 201 will be available in My Allocator until 22 July.

## **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 My Allocator; 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.

Please note that Assignment #1 is a group project and will be facilitated during the first three tutorials. You should plan to attend all of these tutorials.

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.

## **Group Work**

Group work will be an essential part of this course, both through in-class activities and Assignment One. Assignment One is to be conducted as a group, and is worth 15% of your course grade. All students in the group will receive the same grade. The first three tutorials will assist you in forming and working with your group.

## **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

<b>Week</b>	<b>Lectures</b>	<b>Tutorials</b>	<b>Topic</b>
<b>1</b>	15 July	No tutorial	Overview and Introduction to MARK 201
<b>2</b>	22 July	No tutorial	An Overview of New Product Development
<b>3</b>	29 July	Tutorial 1	Strategic Marketing Planning
<b>4</b>	5 Aug	Tutorial 2	Strategic Marketing Analysis
<b>5</b>	12 Aug	Tutorial 3	Branding & Positioning
<b>6</b>	19 Aug	No tutorial	Product Decisions
<i><b>Assignment One (15%)</b></i> <i><b>Due Friday, 21<sup>st</sup> August, mid-day (1200)</b></i>			
<b>Mid-trimester break</b> <b>24 August – 6 September</b>			
<b>7</b>	9 Sept	Tutorial 4	Communication Decisions
<b>8</b>	16 Sept	Tutorial 5	Pricing Decisions
<b>9</b>	23 Sept	Tutorial 6	Distribution Decisions
<b>10</b>	30 Sept	No tutorial	Evaluation & Control
<i><b>Assignment Two (40%)</b></i> <i><b>Due Monday 5 October, 4pm</b></i>			
<b>11</b>	7 Oct	No tutorial	TBA
<b>12</b>	14 Oct	No tutorial	Course Overview & Exam Briefing

*Note: 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. Each reading is provided as an electronic pdf file. 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	<b>Assignment One *</b> Group Project - Strategic Analysis Report See assignment sheet for details. <i>Relates to Objectives 1 &amp; 2</i>	15	Friday, 21 <sup>st</sup> August, mid-day, 12pm
2	<b>Assignment Two</b> Strategic Marketing Plan See assignment sheet for details. <i>Relates to Objectives 1 – 4</i>	40	Monday, 5 <sup>th</sup> October, 4pm
3	<b>Examination (External assessment)</b> 2 hour examination; closed book; silent non-programmable calculators may be required – students will be informed in week 12. <i>Relates to Objectives 1 – 3</i>	45	TBA

\* Assignment One is to be conducted as a group within your tutorial. To facilitate this, all students are expected to attend the first three tutorials (and must attend a minimum of four tutorials to meet mandatory course requirements). In addition, all students are expected to contribute equally to the final report, and will receive the same grade. If there is any dispute this should be raised with your tutor as soon as possible, who will then consult with the Course Coordinator.

## **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](http://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*.

Assignments 1 and 2 are to be handed in via 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 11<sup>th</sup> 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 noted date and time on the assignment brief.

### **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 23<sup>rd</sup> October – Saturday 14<sup>th</sup> November (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.

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](http://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](http://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.

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