

School of Marketing and International Business

MARK 407: ST: MARKETING DURING A CRISIS

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator:	Dr. Daniel Laufer
Office:	RH 1126, Rutherford House
Phone:	04-463-5152
Email:	dan.laufer@vuw.ac.nz
Office Hours:	By Appointment
Course Administrator:	Mary Alexander
Office:	RH 1121, Rutherford House
Phone:	04-463 5330
E-mail:	mary.alexander@vuw.ac.nz
Office Hours:	Monday to Friday 9.00am – 4.00pm

Trimester Dates

From Monday 13th July to Friday 16th of October

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24 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

Friday 12:40pm – 3:30pm Railway West Wing RWW 126.

Course Delivery

The BCom (Hons) Programme in Marketing is designed to further develop the intellectual capabilities and skills of those who have recently completed a Bachelor's Degree with a Major in Marketing. It is our conviction that the programme will develop a participant's ability to make valuable contributions to marketing practice through further advanced study and research in the discipline.

The purpose of MARK 407 is to advance student understanding of crisis management research but from a decidedly more academic orientation.

MARK 407 consists of one two-to-three hour seminar each week. A set of readings and assigned course work has been designed to assist learning. Students are expected to read the assigned material, attend all seminars, and be prepared to discuss ideas and concepts in class.

This is a tentative schedule, subject to change.

Date	Topic	Student Presentation
17 July	Introduction	
24 July	Communicating risk	Article critiques/presentation
31 July	Crisis Prevention	Article critiques/presentation
7 Aug	Differences in reaction of consumer segments to product harm crises	Article critiques/presentation
14 Aug	CSR and consumer reactions to crises	Article critiques/presentation
21 Aug	Extrinsic cues and consumer reactions to crises	Article critiques/presentation
11 Sept	Qualitative research in Crisis Management and meetings to discuss research ideas for proposal	Article critiques/presentation
18 Sept	Corporate responses to product harm crises (1)	Article critiques/presentation
25 Sept	Corporate responses to product harm crises (2)	Article critiques/presentation
2 Oct	Learning from a crisis Assessing crisis management performance	Article critiques/presentation
9 Oct	Test	
16 Oct	Student presentations of research proposals	

Group Work

There will be no group work in this course.

Expected Workload

In MARK 407 you will be expected to devote 10-12 hours per week of independent study to the course, including: attending class, reading assigned articles, preparation of the research proposal and other assessments.

Prescription

An examination of marketing decisions during a crisis. This course considers how decisions relating to marketing communications, product strategy, distribution and pricing can influence the prevention or effective management of crises.

Course Learning Objectives

Upon completion of this course, students should be able to:

1	Describe how to effectively communicate risk to consumers in order to reduce the likelihood of the occurrence of a crisis
2	Analyse the ways in which issues management and marketing communications can help prevent a crisis from occurring
3	Analyse the nature of information processing biases during a crisis and describe ways to address these issues
4	Predict consumer reactions to different types of crises and develop marketing mix strategies (promotion, product, distribution and pricing) to minimise the damage to an organisation resulting from a crisis
5	Evaluate crisis management performance

Readings

The reading material for this course consists of a set of journal articles. A list of readings will be made available to you in Week 1.

Materials and Equipment

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

Assessment

The Assessment Handbook will apply to all VUW courses:

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

MARK 407 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 program lecturers.

Mark allocations for each assessment component are:

Assessment component	Weighting	Learning Objectives
Article Critique 1	15%	(Objectives 1-5)
Article Critique 2	15%	(Objectives 1-5)
Research Proposal	40%	(Objectives 1-5)
Test (closed book)	30%	(Objectives 1-5)
Total	100%	

Article Critiques

From Week 2, each week a student will be required to submit a synopsis and critique of one of the assigned articles to be determined by the lecturer. Word limit for the critique is 1500 words. Conciseness and ability to capture the essence of an article in the summary component will be rewarded. The critique should assess both strengths and weaknesses of the position adopted by the authors, along with an overall assessment of the value of the contribution made by the article. You are expected to read outside of the article that you are critiquing. The critique should have four sections (these need not be the sub-headings).

- Introduction:** Here provide a brief review of the literature.
- Summary:** Summarises the article, how does it fit in the literature that you have summarized in the introductory section.
- Critique:** Identify the strengths and weaknesses of the article.
Note: Critiquing the article is different from criticising the article or the author.
- Conclude:** Provide conclusion by identifying areas of future research.

The critique should be presented in class for a period of approximately 30 minutes, and then 10-15 minutes of questions at the end. The length of the discussion can vary depending upon the interest generated and other points that might flow out of the discussion.

Research proposal related to Crisis Management

The word limit for the research proposal is 4000 words, and the assignment is due at the beginning of class on **16 October 2015**. Students are also expected to give a 20-minute presentation in class about their research proposals.

Test

The test will occur during class time in week 11, on **Friday 9th Oct from 12:40pm–3:30pm**. This is an open book test.

Penalties

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the 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.

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!

Handing in assignments

Unless otherwise stated, the lecturer will collect the written critique at the beginning of class on the date of the student's presentation. **NOTE:** Any work received after the start of the class on the noted deadline 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 assignments under doors.

Returning Assignments

Where possible, assignments will be returned to students in class, or by the lecturer at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the Course Coordinator 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) on a case by case basis by the MARK 407 Course Coordinator.

Word Count

Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty. You will be penalised by a loss of 10% of marks for every 100 words over the limit.

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. 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

Any additional information or changes will be communicated in class, 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.
