

School of Marketing and International Business

## **MARK 101 PRINCIPLES OF MARKETING**

Trimester 1, 2016

### **COURSE OUTLINE**

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#### **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

#### **Trimester Dates**

Teaching Period: Monday 29<sup>th</sup> February – Friday 3<sup>rd</sup> June

Study Period: Monday 6<sup>th</sup> June – Thursday 9<sup>th</sup> June

Examination Period: Friday 10<sup>th</sup> June – Wednesday 29<sup>th</sup> June (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 11<sup>th</sup> March 2016.
2. The standard last date for withdrawal from this course is Friday 13<sup>th</sup> 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](#).

### Names and Contact Details

Course Coordinator/Lecturer: Dr Jayne Krisjanous

E-mail: [jayne.krisjanous@vuw.ac.nz](mailto:jayne.krisjanous@vuw.ac.nz)

Office hours: Friday: 2.10pm-3pm (Kelburn), or by appointment

Lecturer: Professor Peter Thirkell

E-mail: [peter.thirkell@vuw.ac.nz](mailto:peter.thirkell@vuw.ac.nz)

Senior Tutor: Kane Landers

E-mail: [kane.landiers@vuw.ac.nz](mailto:kane.landiers@vuw.ac.nz)

Office hours: Wednesday: 2.10pm-3pm (Kelburn), or by appointment

Course Administrator: Amy Vautier

Office: RH 1112

Phone: 463 6913

E-mail: [amy.vautier@vuw.ac.nz](mailto:amy.vautier@vuw.ac.nz)

### Class Times and Room Numbers

CRN 10047	Wednesday, Friday	MCLT103	1.10pm– 2pm
CRN 8507	Wednesday, Friday	MCLT103	3.10pm – 4pm

### Course Delivery

#### Tutorial Registration

Tutorials begin in Week 2, commencing 7<sup>th</sup> March, 2016. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 101 will be available in My Allocator until 4<sup>th</sup> March.

Course Schedule				
Week	Starting	Lecture topic	Required Readings Text/Chapter	Tutorial (Key Activity)
1	29 Feb	Course Introduction, Key Concepts in Marketing	1	No Tutorial
2	7 Mar	Marketing Planning and Strategy	2 (pgs. 39-71)	T1: Introductory Tutorial
3	14 Mar	Consumer Behaviour	4	T2: Tutorial & Course Overview H/O Tutorial Assignment 1: <i>Company Background &amp; Near Market Discussion</i> : Strategic Planning & The Marketing Environment.
4	21 Mar - 23 Mar (M,T,W)	Segmentation, Targeting and Positioning	5	No Tutorial
<i>Easter Break, 24 March – 30 March</i>				

5	31 Mar - 1 Apr (Th,F)	Branding	5	No Tutorial
6	4 April	Product Decisions New Product Development/ Developing and Managing Goods & Services	7	<b>T3: Macro-Analysis &amp; Segmentation</b> H/O Tutorial Assignment 2: <i>Macro-Environmental Analysis</i> <b>Due: Tutorial Assignment 1 (5%)</b> <u>Discussion:</u> Market Segmentation
7	11 April	Pricing Decisions	8 & 9	<b>T4: Product Development</b> H/O Tutorial Assignment 3: <i>Competitors Grid</i> <b>Due: Tutorial Assignment 2 (5%)</b> <u>Discussion:</u> The PLC and Product Strategies
8	18 April	Distribution Decisions	10	<b>T5: Pricing</b> H/O Tutorial Assignment 4: <i>Segmentation &amp; New Target Markets</i> <b>Due: Tutorial Assignment 3 (5%)</b> <u>Discussion:</u> Break-even Analysis & Referencing
<i>Mid Trimester Break, 25 April – 1 May</i>				
9	2 May	Integrated Marketing Communications	11	<b>T6: Segmentation &amp; Target Marketing</b> <b>Due: Tutorial Assignment 4 (5%)</b> <u>Discussion:</u> New Target Markets and Report Q & A
10	9 May	Digital Marketing and Social Networks  <b>Assignment Due: 2pm, Monday 9th May, Situational Analysis (30%)</b> <b>Assignment Box: Murphy, Level 2</b>	12 & 13	No Tutorial
11	16 May	Expanding the Marketing Mix /Marketing Research and Information Systems	15	<b>T7: Promotion and Distribution</b> <u>Discussion:</u> Promotional & Distribution Strategies
12	23 May	Ethics and Social Responsibility/Exam Prep		<b>Drop in office hours for exam preparation.</b>
13	30 May	TBA		<b>Drop in office hours for exam preparation.</b>

## Readings

The prescribed text for the course is:

Pride, Ferrell, Lukas, Schembri, Niininen. (2015) *Marketing Principles* (2nd Asia-Pacific Edition) Cengage.

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.

## Mandatory Course Requirements

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

- Submit the full Marketing Report in a hard copy, plus electronically to Turnitin, by the deadline.
- 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 believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice 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)

## 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.

## Assessment

The Assessment Handbook will apply to all VUW courses: see

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

	<b>Due Date</b>	<b>Value</b>	<b>Objectives Assessed</b>
Tutorial Assignments	Assignment 1: Tutorial Week 6 (5%) Assignment 2: Tutorial Week 7 (5%) Assignment 3: Tutorial Week 8 (5%) Assignment 4: Tutorial Week 9 (5%)  <b><i>Note: Tutorial Assignments are to be submitted in Tutorials. No extensions are given on these.</i></b>	20% (cumulative)	Provide feedback for the full report.
Marketing Report - Situational Analysis	Monday 9 <sup>th</sup> May, 2pm. Assignment box, Murphy Level 2. Electronic Copy through <i>Turnitin</i> by 5pm.	30%	2,4,5,6
Final Examination Closed Book (2 hours)	Examination Period	50%	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 2.**

## **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 10<sup>th</sup> June – Wednesday 29<sup>th</sup> June (inclusive)

## **Penalties**

The following penalties will be imposed:

**Late Penalty:** A penalty amounting to **10% of your award mark 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%, but was one day late, would be marked down 7.8 marks.

**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.

## **Materials and Equipment**

A silent and non-programmable calculator will be required for the Exam.

## **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)

## **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.

**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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