

School of Marketing and International Business

MARK 201 MARKETING MANAGEMENT

Trimester 1, 2016

COURSE OUTLINE

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

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th 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 Micael-Lee Johnstone
Office: RH 1124, Level 11 Rutherford House
Phone: 04 463 6933
Email: micael-lee.johnstone@vuw.ac.nz
Office Hours: TBA

Course Administrator: Katrina Walsh
Office: RH 1121, Level 11 Rutherford House
Phone: 04 463 5723
Email: katrina.walsh@vuw.ac.nz
Office Hours: Monday – Friday 9am – 4pm

Class Times and Room Numbers

Tuesdays & Thursdays

4.40pm – 5.30pm

Rutherford House, RHLT1

Course Delivery

In addition to the two one-hour lectures 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, presentations, and group activities. Students should plan to attend all sessions, having read the indicated materials. Students should also be prepared to participate in the class discussions and activities.

Tutorials

Five 50-minute tutorials and two workshops will be held as noted in the schedule. Times and places for the tutorials will be posted on *Blackboard*. Sign-up for tutorials will be through My Allocator: <https://student-sa.victoria.ac.nz>. MARK 201 will be available in my Allocator until the end of Week 2. Further instructions will be made available on the MARK 201 Blackboard page. Contact the course administrator, Katrina Walsh, with any tutorial allocation enquiries.

If you are unable to attend a lecture or tutorial, you will need to make arrangements with another student in the class to review the notes. You should also refer to Blackboard for a general overview of the material covered, but you should not use this to replace your attendance. The tutorials have been designed to assist you with your assessment.

Course Schedule				
Week	Starting	Lecture Topic	Required Readings Available on Blackboard	Tutorial (Key Activity)
1	29 Feb	Overview Strategic Marketing Planning	Refer to Blackboard	
2	7 Mar	NPD Product Decisions	Refer to Blackboard	
3	14 Mar	Product Decisions Strategic Marketing Analysis	Refer to Blackboard	Tutorial 1: Introduction & NPD
4	21 Mar - 23 Mar (M,T,W)	Strategic Marketing Analysis	Refer to Blackboard	Workshop Assignment One
<i>Note: Weeks 4 and 5 are both short weeks due to the Easter break. If your allocated tutorial day is on a Monday, Tuesday or Wednesday you attend the tutorial in Week 4. If your allocated tutorial day is on a Thursday or Friday you attend this same tutorial (same content) but in Week 5.</i>				
<i>Easter Break, 24 March – 30 March</i>				
5	31 Mar - 1 Apr (Th,F)	Strategic Marketing Analysis	Refer to Blackboard	Workshop Assignment One
6	4 April	Branding & Positioning	Refer to Blackboard	Assignment One (30%) due Monday 4 April, 12pm
7	11 April	Communication Decisions	Refer to Blackboard	Tutorial 2: Branding
8	18 April	Pricing Decisions	Refer to Blackboard	Tutorial 3: Communication Decisions

<i>Mid Trimester Break, 25 April – 1 May</i>				
9	2 May	Distribution Decisions	Refer to Blackboard	Tutorial 4: Pricing Decisions
10	9 May	Evaluation & Control	Refer to Blackboard	Workshop Assignment Two
11	16 May	Contemporary Issues in Marketing	Refer to Blackboard	Assignment Two (25%) due Monday 16 May, 12pm
12	23 May	Marketing & Ethics	Refer to Blackboard	Tutorial 5: Contemporary Issues
13	30 May	Course Overview & Exam Briefing	No reading	

Note: This is a tentative schedule. Changes to this schedule may 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. Students are expected to read the assigned material before attending lectures and tutorials.

Mandatory Course Requirements

In addition to achieving an overall pass mark of at least 50%, students must:

- Attend four out of five tutorials
- Attain a minimum grade of 40% in the final exam.

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

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.

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	Assignment One See assignment sheet for details. (<i>Objective 1</i>)	30	Monday 4 April, 12pm
2	Assignment Two: Strategic Marketing Plan See assignment sheet for details. (<i>Objectives 1-4</i>)	25	Monday 16 May, 12pm
3	Exam (External assessment) 2 hour exam; closed book; silent non-programmable calculators may be required – students will be informed in week 12. (<i>Objectives 1-3</i>)	45	TBA
		100	

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 10th June – Wednesday 29th June (inclusive)

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. 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 2.5cm 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.

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 13.

Student Feedback

Student feedback has been good. I have continued to use relevant examples in class to support the lecture material.

Student feedback on University courses may be found at

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

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 201 *Blackboard* announcements and/or communicated via e-mail. 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.

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.

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.
