

MARK 401 ADVANCED MARKETING MANAGEMENT

Trimester 1, 2016

COURSE OUTLINE

Prescription

The formulation of effective marketing programmes and plans; including examination of the theoretical bases, which underlie product and service policy, brand management, pricing strategies, marketing communications and distribution systems.

Course Learning Objectives

By the end of this course, students should be able to:

1. Discuss and critique the historical and ongoing development of marketing as a discipline.
2. Categorise, understand, and critically analyse the published literature in marketing.
3. Show a sound understanding of marketing constructs and models.
4. Demonstrate independent thought and strong conceptual skills.
5. Identify and synthesise relevant journal articles from the published literature.
6. Develop and defend a line of argument.

Course Content

Students will be exposed to a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

Trimester Dates

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

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 2016. 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: Michal Strahilevitz, Associate Professor
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Email: michal.strahilevitz@vuw.ac.nz
Office Hours: Mondays 4:30 pm to 5.30 pm (after class)

Course Administrator: Katrina Walsh
Office: RH 1121, Rutherford House
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Email: katrina.walsh@vuw.ac.nz
Office Hours: Monday to Friday 9.00 am to 4.00 pm

A few words on office hours & communication methods

I want very much to be available for those students who would like to discuss any aspect of the material covered in this course with me. So, when in-person meetings are not an option, I am a huge fan of the phone and email as a way to make it easier for us to connect. If your question is urgent, or there is an issue relevant to your entire team but not everyone in your team can meet with me at the same time as my office hours, email is a great option. So, feel free to email me with your questions, but put "MARK401" in the subject line, so that I know that it is course related. You can add anything else to the subject line that you think is relevant. **IMPORTANT: If your email inquiry is relevant to group work, please make sure to "cc" your entire team.** That way I can send one response to everyone in your group. If I cannot answer your question via email, we can also use email to make an appointment to talk on the phone. Generally, I check email daily, and I try to answer email as soon as I receive it. However, if you feel your inquiry is particularly urgent, feel free to also write "urgent" in the subject line. If you prefer to chat by phone, simply email me your telephone # and good times to reach you by phone, or request a phone appointment, and I can give you some options.

Please be aware that I may sometimes send email to individual students, project teams, or the entire class, usually via Blackboard. Sometimes that email will include important announcements or even instructions for an assignment that was mentioned in class. So that you don't miss anything important, if your email address changes, you need to let your teammates and me know immediately! Also make sure to check your VUW email address, as this is where Blackboard notices go. Also be careful not to get to the point that your mailbox is so full that messages bounce, as this too could cause you to miss important announcements.

Class Times and Room Numbers

MARK 401 lectures will be conducted in one session each week:

When?

Mondays 1:30 pm- 4:20 pm

Where?

Location: Railway West Wing RWW311

Teaching Format

Lectures will include discussions, in-class exercises, one or two guest speakers and group activities. Students should plan to attend all sessions. Ideally, you will come to class every week having read the assigned readings and completed the required assignments, but if you have not gotten to your homework or readings, please attend class anyway!

Class participation in this honours course is mainly about thinking deeply and critically about both the method of the research and the implications. You will often be asked your opinion. Please do not be afraid to be wrong. Of course, we all prefer to be right, but marketers should have opinions and should not be afraid to share them with others. While class participation will not formally affect your grade in this course, it will affect if I remember you and feel comfortable strongly recommending you for a job or writing a reference letter for you. Smart companies want to hire marketing people who are curious, articulate, informed, persuasive and engaged marketers! So in this course, participating will be key to preparing you for a fabulous marketing career where you can truly make an impact. If you are shy, this honours course will be a great course for working on that. Again, this is not just about your grade, it is about preparing you for a fabulous future in the field of marketing.

Course Delivery

Course learning objectives will be met through attendance of lectures, presentations by students, interactive assignments, course readings, and a mix of individual and group work.

Class Schedule and Topics

The schedule of general topics to be covered in weekly classes is summarised in the table below.

Course Schedule			
Week	Starting	Lecture topic	Required readings: (Mainly Journal Articles)
1	29 Feb	Welcome and Introduction	TBA a week in advance
2	7 Mar	History & Development of Marketing Thought	TBA a week in advance
3	14 Mar	Marketing: Hot Areas Now	TBA a week in advance
4	21 Mar	Behaviour Economics in Marketing	TBA a week in advance
<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	4 April	Consumer Behaviour 1a: Experiments	TBA a week in advance
6	11 April	Consumer Behaviour 1b: Surveys	TBA a week in advance
7	18 April	Consumer Behaviour 2: Qualitative Research	TBA a week in advance
<i>Mid Trimester Break, 25 April – 1 May</i>			

8	2 May	Brand Personality and Marketing Communications	TBA a week in advance
9	9 May	Social Issues in Marketing	TBA a week in advance
10	16 May	Looking Forward	TBA a week in advance
11	23 May	Final Presentations	TBA a week in advance
12	30 May	Final Presentations	

Important Note: There may be a need to revise some of these dates, add guest speakers, add timely topics, alter content, etc. Whenever possible, changes will be announced in class and via blackboard.

Readings

A full reading list will be provided each week for the next week of the course. Because of copyright regulations you are responsible for accessing and producing your own copy of each article. Links to the articles are provided on the MARK 401 website.

Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches using library resources. Students may also be assigned to lead a discussion on a specific set of papers. If there is a topic you are passionate about, you are strongly encouraged to read beyond the required set of readings and browse through current journals the area you are most passionate about.

Mandatory course requirements

In addition to obtaining an overall course Mark of 50% or better, students must ...

1. Attend and present work as outlined in the assessment section and course schedule (group project progress report and presentations).
2. Obtain a minimum Mark of 60% on the project presentation.

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

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

In MARK 401 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 401. This time includes time preparing for and attending lectures, preparing for the assignments, and working on your team project.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

The components of assessment are listed below. Further details on the assignments will be handed out to the class and posted on the Blackboard site.

1. Individual Assignment(s):
Worth 50%
Learning Objectives: 1, 2, 3, 4, 5
Due Dates TBD: This will consist of between 1 to 5 assignments in total. This will include a mix of in-class presentations and take home assignments. You will want to be in class to complete and receive credit for in-class presentations and assignments. Yes, these “pop” assignments are an incentive to come to class. You should also come to class to receive tips for and advice for the take home assignments.
2. Team Project Presentation:
Worth 10%
Learning Objectives: 1, 2, 3, 4, 5
This is the grade given to the team as a whole, so everyone in the team will get the same grade on this. Team presentations will be scheduled during the last 3 weeks of class.
3. Team Project Progress Report:
Worth 5%
Learning Objectives: 1, 2, 3, 4, 5
This is the grade given to the team as a whole, so everyone in the team will get the same grade on this.
4. Professor’s Evaluation of Individual Contribution to Team Project:
Worth 35%
Learning Objectives: 2, 3, 4, 5
You will be assessed based on (1) your portion of the final presentation, (2) the written report given by each team of who contributed what to the final project, and the professor’s assessment of the quality of the portions you contributed.

Please note there will be discussion regarding the assessment work during the first few weeks of class.

Penalties

The following penalties will be imposed for delays:

Late Penalty: Assignments received after the date and time of the deadline will have 25% deducted from the total available grade, per day. Missing class is not an excuse for missing an assignment that is either announced that day or due that day, so keeping up will be critical whether you are in class or not. These deadline penalties also apply to electronic submissions. In addition, electronic files that cannot be accessed either because they are not in a Microsoft Word (.doc) format, or because of some other issue, will be deemed late and will incur similar penalties until a readable file is submitted.

A Few Words About Group Work

Critical to Your Career

In a recent large-scale survey of NZ employers conducted by Victoria University, it was found that interpersonal skills and the ability to work well in teams are considered critical for hiring and promotion. Beyond being important for your careers, the ability to work well in teams will be an essential part of this course.

Logistics and Conflict Resolution

You will be able to choose your own teammates. If you don't find one, I will find you one. Regardless of how you find your team, conflicts and/or frustrations can happen. If you have a problem with a group member that is affecting team productivity, and solving it within the group does not seem possible, please let your professor know as soon as possible.

Final Presentations

Team projects (and thus the team portion of your grade) will be assessed based on the team's final presentation. The heavy emphasis on your final presentation is there for two reasons. First, whether you end up a practitioner or an academic, presentation skills will matter in your career. Furthermore, while I will be the only one reading all your individual assignments, everyone in the class will see each of the final presentations, and I want you to be rewarded for making the class time spent on presentations interesting for all of us. It is essential that each student in your group participate in the final presentation.

Things you should NOT do in this class

It is fine to talk to each other during break out discussions (of course), but other than that, if you want to say something, raise your hand. If you talk to someone during class in a way that I consider disruptive to class, and it happens more than once, you will not be allowed to sit together again.

Talking while I am teaching is annoying to me and potentially to your classmates. Talking during a guest speaker or student presentation is far worse. If you talk in a way that is disruptive while a guest speaker or fellow student is presenting, you may be asked to leave the room.

Email and surfing the Internet can be fun, informative and even addictive. However, during class, computers should not be used for things unrelated to class.

Unless you have an emergency, you should not look at or use your cell phone during class. You can use it before class. You can use it after class. You can use it during a break. However, do not use your phone during class for anything unless there is an emergency and you need to dial for help.

Have a hard time ignoring texts, emails and calls? It will be a lot easier if you just turn off your phone at the start of class.

Handing in Assignments

All assignments that are not done in-class must be typed, professionally written, and carefully copy edited. Any errors that a spell check would have caught will result in a particularly substantial loss of points.

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 that 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.

Academic Integrity: All Work Must Be Your Own

Students must be honest in their academic work. All assignments must represent original work developed by the student(s) for this class. There are no extenuating circumstances that justify cheating. You are far better off being late on an assignment, or even not turning it in at all, than cheating to get it in on time. This is because plagiarism and other forms of cheating are unacceptable. Any form of cheating could result in an automatic failure in this course.

Sources of information referenced must receive appropriate credit, using standard citation format. This includes both direct quotations and paraphrased material. Word-for-word quotations should be enclosed within quotation marks. However, if you paraphrased another source (using your own words), you still need to cite that source.

Materials and Equipment

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

Student feedback

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

Information and/or announcements that may need to be made from time to time will be communicated via email on the Blackboard site and made in class when possible. Distribution of course material will often occur via email, and handing back of assignments will generally occur during class, unless otherwise noted.

Students are expected to regularly check their student email account for individual messages and group messages sent via Blackboard.

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.
