

School of Marketing and International Business

MARK 101 PRINCIPLES OF MARKETING

Trimester 2, 2016

COURSE OUTLINE

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

Course Content

Course Schedule				
Week	Starting	Lecture topic	Required Readings Text/Chapter	Tutorial (Key Activity)
1	11 Jul	Course Introduction, Key Concepts in Marketing	1	No Tutorial
2	18 July	Marketing Planning and Strategy	2 (pgs. 39-71)	T1: Introductory Tutorial
3	25 July	Consumer Behaviour	4	T2: Tutorial & Course Overview H/O Tutorial Assignment 1: <i>Near Market Analysis</i> Discussion: Strategic Planning & The Marketing Environment.
4	1 Aug.	Global Marketing and International Business (Prof. Siah Hwee-Ang)	Readings on bbd	T3: Macro-Analysis H/O Tutorial Assignment 2: <i>Macro-Environmental Analysis</i> Due: Tutorial Assignment 1 (5%) Discussion: Consumer Behaviour
5	8 Aug.	Segmentation, Target Marketing and Positioning (Mr Rene Versteegh)	5	No Tutorial
6	15 Aug.	Branding and Product Decisions (Mr Rene Versteegh)	7, 8	T4: Segmentation, Target Marketing, Positioning H/O Tutorial Assignment 3: <i>Company Background and Competitors Grid</i> Due: Tutorial Assignment 2 (5%) Discussion: Global marketing
Mid Trimester Break, 22 August – 4 September				
7	5 Sept.	Developing and Managing Goods and Services, the PLC (Mr Rene Versteegh)	9	T5: Branding H/O Tutorial Assignment 4: <i>Segmentation & New Target Markets</i> Due: Tutorial Assignment 3 (5%) Discussion: Branding and Products
8	12 Sept.	Pricing	10 and additional readings on bbd	T6: Referencing exercise Due: Tutorial Assignment 4 (5%) Discussion: referencing and report Q & A
9	19 Sept.	Distribution	13	T7: Pricing Discussion: Pricing decisions and Break Even Analysis

10	26 Sept.	IMC Assignment Due: 2pm, Thursday 29 September Situational Analysis (30%) Assignment Box: Murphy, Level 2	12	No Tutorial
11	3 Oct.	Digital Marketing and Social Networks Market Research	13, 15	T8: Exam preparation
12	10 Oct.	Ethics and Social Responsibility/Exam Prep	Readings on bbd	Drop in office hours for exam preparation.

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

Examination Period: Friday 21st October – Saturday 12th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd September 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: Dr Michelle Renton

E-mail: michelle.renton@vuw.ac.nz

Phone: 463 9992

Office hours: Friday: 12.00-12.50pm (rm: MY223A, Kelburn), or by appointment

Lecturer: Professor Siah Hwee-Ang

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Lecturer: Mr Rene Versteegh

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Senior Tutor: Kane Landers

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Phone: 463 5080

Office hours: Tuesday: 12.00-12.50pm (rm: MY223A, Kelburn), or by appointment

Course Administrator: Amy Vautier

Office: RH 1112

Phone: 463 6913

E-mail: amy.vautier@vuw.ac.nz

Class Times and Room Numbers

CRN 16017	Tuesday, Friday	MCLT103	9.00-9.50am
CRN 16018	Tuesday, Friday	MCLT103	11.00-11.50am

Course Delivery

The course consists of two 1 hour lectures per week and eight tutorials.

Tutorial Registration

Tutorials begin in Week 2, commencing 18 July 2016. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. Details will be posted on Blackboard.

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. This can be purchased at Vic Books.

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 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 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>.

	Due Date	Value	Objectives Assessed
Tutorial Assignments	Assignment 1: Tutorial Week 4 (5%) Assignment 2: Tutorial Week 6 (5%) Assignment 3: Tutorial Week 7 (5%) Assignment 4: Tutorial Week 8 (5%) <i><u>Note: Tutorial Assignments are to be submitted in Tutorials. No extensions are given on these.</u></i>	20% (cumulative)	Provide feedback for the full report.
Marketing Report - Situational Analysis	Thursday 29 th September, 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.

Extensions: Extensions for the full situational analysis marketing report will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, national representative activities with supporting documents, death of a family member) by the MARK 101 Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged at least three (3) days **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 21st October – Saturday 12th November (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 the same penalties.

Use of Turnitin

Student work provided for assessment in this course will 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

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.
