

School of Marketing & International Business

## MARK 201 MARKETING MANAGEMENT

Trimester 2, 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

#### **Course Content**

*Note:*

- *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.*
- *While chapters are noted below, at times you will be asked to focus on specific sections within the chapters (i.e. not the whole chapter). Directions will be given in class and on blackboard.*

Course Schedule				
Week	Starting	Lecture topic	Required readings	Tutorial (Key Activity) / Assessment
1	11 July	Overview and Introduction	Ch 1	<i>Sign up for tutorials online</i>
2	18 July	Social Enterprises, Marketing Planning (1)	Ch 2, pp. 53 - 59	<i>Sign up for tutorials online</i>
3	25 July	Marketing Planning (2), Using Information to Drive Marketing Decisions	Ch 3	Tutorial 1
4	1 Aug	New Product Development, Understanding B2C and B2B	pp. 218-230, Ch 4, 5	Tutorial 2
5	8 Aug	Segment, Target, Position, and the value of CRM	Ch 6	Tutorial 3

6	15 Aug	Product Strategies and Branding	Ch 7, 8, 9	(No tutorial) <b>The Initial Opportunity: Due Friday 19<sup>th</sup> August, (3pm)</b>
<i>Mid Trimester Break, 22 August – 4 September</i>				
7	5 Sep	Communicating your value offering	Ch 12, 13, 14	Tutorial 4
8	12 Sep	Marketing Channels and Points of Interface	Ch 11	Tutorial 5
9	19 Sep	Pricing	Ch 10	Tutorial 6
10	26 Sep	Marketing Metrics	Ch 16	(No tutorial) <b>The Strategic Marketing Plan: Due Friday, 30<sup>th</sup> September, (3pm)</b>
11	3 Oct	TBC		Tutorial 7
12	10 Oct	Course Review and Exam Briefing		(No tutorial) <b>The 12-month Schedule &amp; Collateral: Due Thursday, 13<sup>th</sup> October, (3pm)</b>

### Trimester Dates

Teaching Period: Monday 11<sup>th</sup> July – Friday 14<sup>th</sup> October

Study Period: Monday 17<sup>th</sup> October – Thursday 20<sup>th</sup> October

Examination Period: Friday 21<sup>st</sup> October – Saturday 12<sup>th</sup> November (inclusive)

### Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22<sup>nd</sup> July 2016.
2. The standard last date for withdrawal from this course is Friday 23<sup>rd</sup> 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:	Dr Kate Daellenbach
Office:	RH 1117, Level 11 Rutherford House
Phone:	04 463 6255
Email:	<a href="mailto:kate.daellenbach@vuw.ac.nz">kate.daellenbach@vuw.ac.nz</a>
Office Hours:	Mondays, 12.30-13.30 or by appointment

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

### **Class Times and Room Numbers**

Mondays 9.30-11.20am RHLT1

### **Course Delivery**

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

**Tutorials:** Seven one-hour tutorials will be held as noted in the schedule. Times and places for the tutorials will be posted on Blackboard. Sign-up for tutorials will occur via MyAllocator; instructions for this will be provided on Blackboard. Final student allocation to tutorial groups and rooms will be posted on Blackboard by the end of Week 2. For all tutorial allocation enquiries, please contact the course administrator.

Please note that Assignment #3 (12-Month Schedule and Collateral) is a group project and will be facilitated during the tutorials. You should plan to attend all tutorials.

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

### **Readings**

The text for this course is as follows:

Marshall, Greg W. and Mark W. Johnston. (2015). *Marketing Management, 2<sup>nd</sup> edition*. New York: McGraw Hill Education.

This text is available at VicBooks. There is also an electronic “SmartBook” available directly from the publishers. Details about this are noted on the blackboard site. The SmartBook contains the same content as the published text. However each time you use it you will need to have internet access. (It is not an e-book that you can download once and then use.)

### **Mandatory course requirements**

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

- Submit all assignments
- Attend five out of the seven tutorials, and
- Attain a minimum grade of 40% in the final exam.

The requirement to complete the assignments ensures that you have made an attempt to achieve the learning objectives, and that you have opportunity to learn from the feedback provided. Attending a minimum of tutorial sessions facilitates your involvement and participation in the group work – an excellent skill for your future education and career.

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 201 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 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>.

<b>No.</b>	<b>Assessment</b>	<b>%</b>	<b>Due Date</b>
1	<b>The Initial Opportunity</b> Five-minute presentation plus two graphics See assignment sheet for details. <i>Relates to Objectives 1 &amp; 2</i>	10	Friday, 19 <sup>th</sup> August, (3pm)
2	<b>The Strategic Marketing Plan</b> Strategic Marketing Plan 3000 word limit See assignment sheet for details. <i>Relates to Objectives 1 – 4</i>	30	Friday, 30 <sup>th</sup> September, (3pm)
3	<b>The 12-Month Schedule &amp; Collateral *</b> (Group Project) Two graphics plus discussion of up to 500 words. See assignment sheet for details. <i>Relates to Objectives 3 &amp; 4</i>	15	Thursday, 13 <sup>th</sup> October, (3pm)
4	<b>Examination (External assessment)</b> 2 hour examination; closed book; silent non-programmable calculators may be required – students will be informed in week 12. <i>Relates to Objectives 1 – 3</i>	45	TBA

\* Assignment Three (The 12-Month Schedule & Collateral) is to be conducted as a group within your tutorial. To facilitate this, all students are expected to attend all tutorials (and must attend a minimum of five tutorials to meet mandatory course requirements). In addition, all students are expected to contribute equally to this assessment and will receive the same grade. If there is any dispute, this should be raised with your tutor as soon as possible, who will then consult with the Course Coordinator.

### **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 12<sup>th</sup> November (inclusive)

## **Penalties**

*Late assignments:* Assignments received after the deadline (including electronic submissions) will have **10% points deducted from the total available grade, per day**. For example, an assignment that is one day late will lose 10% points (i.e. a 70% becomes a 60%), 2 days late 20% (i.e. a 70% becomes 50%), 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% points 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](http://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!

*Word limits:* Clear word limits are stated for the Strategic Marketing Plan (Assessment 2) in the assessment sheet. Failure to adhere to these limits will have **5% points deducted for every 10% that is over the limit**. For example, if it is 10% over the word limit, 60% becomes 55%; if it is 20% over the limit, 60% becomes 50%, and so on.

## **Group Work**

Group work will be an essential part of this course, both through in-class activities and Assignment Three. Assignment Three is to be conducted as a group, and is worth 15% of your course grade. All students listed on the final submission of this assessment will receive the same grade. The tutorials will assist you in forming and working with your group.

## **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 12.

## **Student feedback**

This course has historically had good reviews. Recent suggestions from the students include having a textbook, and providing more structured tutorials. Both of these recommendations have been integrated into this term's course. 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**

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>. 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.

**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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