TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Marketing and International Business

MARK 407: Marketing during a Crisis

Trimester 2, 2016

COURSE OUTLINE

Prescription
An examination of marketing decisions during a crisis. This course considers how decisions relating to marketing communications, product strategy, distribution and pricing can influence the prevention or effective management of crises.

Course Learning Objectives
Upon completion of this course, students should be able to:

1.	Describe how to effectively communicate risk to consumers in order to reduce the likelihood of the occurrence of a crisis;
2.	Analyse the ways in which issues management and marketing communications can help prevent a crisis from occurring;
3.	Analyse the nature of information processing biases during a crisis and describe ways to address these issues;
4.	Predict consumer reactions to different types of crises and develop marketing mix strategies (promotion, product, distribution and pricing) to minimise the damage to an organisation resulting from a crisis;
5.	Evaluate crisis management performance.

Course Content

Course Schedule				
Week	**Lecture Date**	**Lecture topic**	**Required readings (see reading list on BB)**	**Tutorial (Key Activity) / Assessment**
1	12 July	Introduction Individual meetings to discuss Research Proposal assessment		**Lecture**
2	19 July	Communicating risk		**Lecture/article critique**
3	26 July	Crisis Prevention		**Article critiques/presentation**

4	2 Aug	Differences in reaction of consumer segments to product harm crises		**Article critiques/presentation**
5	9 Aug	CSR and consumer reactions to crises		**Article critiques/presentation**
6	16 Aug	Extrinsic cues and consumer reactions to crises		**Article critiques/presentation**
		Mid Trimester Break, 22 August – 4 September		
7	6 Sep	Crisis Management in Tourism		**Article critiques/presentation**
8	13 Sep	Corporate responses to product harm crises (1)		**Article critiques/presentation**
9	20 Sep	Corporate responses to product harm crises (2)		**Article critiques/presentation**
10	27 Sep	Learning from a crisis Assessing crisis management performance		**Article critiques/presentation**
11	4 Oct	Test		
12	11 Oct	Student presentations of research proposals		**Research proposal due at the beginning of class**

Trimester Dates
From Monday 11th July to Friday 14th of October

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
Lecturer/Course Coordinator:	Dr. Daniel Laufer
Office:	RH 1126, Rutherford House
Telephone:	04-463-5152
Email:	dan.laufer@vuw.ac.nz
Office hours: (or by appointment)	By Appointment

Course Administrator:	Katrina Walsh
Office:	RH 1121, Rutherford House
Phone:	04-463 5723
E-mail:	katrina.walsh@vuw.ac.nz
Office Hours:	Monday to Friday 9.00am – 4.00pm

Class Times and Room Numbers
Tuesdays   9:30 am - 12:20 pm   Railway West Wing RWW 221

Course Delivery
The BCom (Hons) Programme in Marketing is designed to further develop the intellectual capabilities and skills of those who have recently completed a Bachelor's Degree with a Major in Marketing. It is our conviction that the programme will develop a participant's ability to make valuable contributions to marketing practice through further advanced study and research in the discipline.

The purpose of MARK 407 is to advance student understanding of crisis management research but from a decidedly more academic orientation.

MARK 407 consists of one two-to-three hour seminar each week. A set of readings and assigned course work has been designed to assist learning. Students are expected to read the assigned material, attend all seminars, and be prepared to discuss ideas and concepts in class.

Readings
The reading material for this course consists of a set of journal articles. A list of key readings is available on Blackboard.

Mandatory course requirements
In addition to obtaining an overall course mark of 50% or better, students must submit all of the assigned work as outlined in the course outline and obtain a minimum mark of 50% in the final test.

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
In MARK 407 you will be expected to devote 10-12 hours per week of independent study to the course, including: attending class, reading assigned articles, preparation of the research proposal and other assessment.

Assessment
The Assessment Handbook will apply to all VUW courses: see
http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf.

MARK 407 is 70% internally assessed and 30% assessed through a final test. Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall 'quality of mind' judgement by the examiners. In this respect, therefore, the adequacy of preparation for and quality of participation in class discussions will inform the overall judgement of honours programme lecturers.

Mark allocations for each assessment component are:

Article Critique 1	15%	*(Objectives 1-5)*
Article Critique 2	15%	*(Objectives 1-5)*
Research Proposal	40%	*(Objectives 1-5)*
Test (closed- book)	30%	*(Objectives 1-5)*
TOTAL	<u>100%</u>	

Article Critiques

From Week 3, each week a student will be required to submit a synopsis and critique of one of the assigned articles to be determined by the lecturer. Word limit for the critique is 1500 words. Conciseness and ability to capture the essence of an article in the summary component will be rewarded. The critique should assess both strengths and weaknesses of the position adopted by the authors, along with an overall assessment of the value of the contribution made by the article. You are expected to read outside of the article that you are critiquing. The critique should have four sections (these need not be the sub-headings).

Introduction:	Here provide a brief review of the literature.
Summary:	Summarise the article, how does it fit in the literature that you have summarised in the introductory section.
Critique:	Identify the strengths & weaknesses of the article. *Note:* Critiquing the article is different from criticising the article or the author.
Conclude:	Provide conclusion by identifying areas of future research.

The critique should be presented in class for a period of approximately 30 minutes, and then 10-15 minutes of questions at the end. The length of the discussion can vary depending upon the interest generated and other points that might flow out of the discussion.

Research proposal related to Crisis Management
The word limit for the research proposal is 4000 words, and the assignment is due at the beginning of class on 11 October 2016. Students are also expected to give a 20-minute presentation in class about their research proposals.

Test
The test will occur during class time in week 11, on **Tues 4th Oct from 9:30 pm – 12:20pm.** This is a closed book test.

Penalties
Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the 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.

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!

Handing in assignments
Unless otherwise stated, the lecturer will collect the written critique at the beginning of class on the date of the student's presentation. **NOTE:** Any work received after the start of the class on the noted deadline will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed in by the 11th floor reception staff. Do NOT slide assignments under doors.

Returning Assignments
Where possible, assignments will be returned to students in class, or by the lecturer at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the Course Coordinator for three months following the end of term, and then disposed of.

Extensions
Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment) on a case by case basis by the MARK 407 Course Coordinator.

Word Count
Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty. You will be penalized by a loss of 10% of marks for every 100 words over the limit.

Group Work
There will be no group work in this course.

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, presentations, and class participation.

Student feedback
Changes have been made to the reading material, with three new articles added. These are recent articles which have replaced older articles in the reading list. They also relate to Crisis Management in Tourism. With the change, the course now includes articles in Marketing, International Business and Tourism which will be of interest to all students enrolled in the course (Marketing, International Business and Tourism).

In addition, individual meetings will take place on the first day of class with each student to discuss choosing a topic for the research proposal assessment, as well as expectations for the assessment.

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 in class, or via email.

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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