

School of Management

MMBA 518
Marketing Management

Trimester 2 ~ 2016

COURSE OUTLINE

Contact Details

Course Co-ordinator:

Dr David Stewart, PhD, MBA, MA, BA(Hons), Dip Teach

Office: Rutherford 907

Email: David.Stewart@vuw.ac.nz

Telephone: 463-5150

Programme Office Details:

Email: mba@vuw.ac.nz

Phone: 04 4635367

Office: RH1004, Rutherford House

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

Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.

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 Commerce Faculty's Student Customer Service Desks or [online](#).

Class Times and Room Numbers

Wednesday 17:40 – 19:30

Lecture Theatre Rutherford House RHLT3

Group Work

Group work is an important aspect of the course. A total of 20 hours is a rough indication of the time commitment that will be required beyond the scheduled class time.

Workload

Workload expectations for this course are 10 hours per week for the 12 teaching weeks and 30 hours during the mid-trimester break, study week and the examination period. During term time you are expected to spend an average of 10 hours per week on the various activities associated with MMBA 518. An indicative breakdown of how this time will be spent, per week, is as follows:

| | <u>Hours</u> |
|------------------|--------------|
| Class time | 2 |
| Reading | 2 |
| Case Preparation | 2 |
| Assignments | <u>4</u> |
| <u>Total</u> | <u>10</u> |

It is particularly important that you read assigned material **before** attending each lecture. Advance preparation and participation in class discussions play a vital part in your reaching the objectives for the course.

Individual Work

While the Post Experience programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignment before it has been marked.

Prescription

An analysis of the marketing function in organisations. The concepts required for development of a marketing plan including products and services, pricing, promotion and distribution.

Course Learning Objectives

On completion of MMBA 518, Course Participants should be able to:

1. Analyse marketing problems in terms of the set of influences acting on a marketing decision-maker either in private or public sector organisations.
2. Think critically and creatively about the applicability of marketing concepts and frameworks.
3. Understand the marketing perspective so that you enhance your ability as a reflective practitioner.
4. Consider marketing practice themes across industry types (fast-moving consumer, consumer durables, financial services, other services, business to business).

Course Content

Marketing plays an important part in our day-to-day lives, and is an integral part of our consumer society. Whilst marketing strategy is not prescriptive in that one size fits all, it is possible to understand the dynamics of marketing and apply appropriate concepts and frameworks to a marketing problem. Therefore, MMBA 518 presents an overview of the marketing process and the key marketing management decisions in the areas of product and service delivery, pricing, communications, and distribution. The course includes lectures, class discussion, case-study analysis and written assignments.

Readings

The recommended textbook for MMBA 518 is David Stewart & Michael Saren, *Marketing Pathfinder: Core concepts and cases for marketing strategy and decision making*, John Wiley & Sons, Chichester, 2014

Additional materials will be made available to you during the Course via blackboard.

Materials and Equipment

It is expected that all assignment submissions will be prepared on white bond paper using PC technology and submitted via email before the beginning of class on the due date. All other assessment materials will be supplied. The final examination will require hand-written responses to questions to be submitted in a VUW examination booklet.

Assessment

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

Mark allocations for each assessed component are:

Market Analysis: 15%

You are required to analyse a market of your choice, but one where you are not currently employed. Working in groups of 4 – 5, you will examine a marketing demand for a product/service by utilising concepts and theories outlined in class. Further information about the expectations of the analysis will be discussed in class. Each case report should be no more than 1500 words, and is due on *Wednesday, 17th August 2016*.

Case Analysis: 25%

You can select a case of your choice from the text, *Marketing Pathfinder: Key Concepts and Cases for Marketing Strategy and Decision Making*, except any case that has written answers (the first case in chapters 1 - 9) and the cases that have been allocated for class discussion. Further information about the expectations of the case analysis will be discussed in class. The 1,000 word document is due on *Wednesday, 5th October 2016*.

Final Examination 60%

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

Examination

Students in this course 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)

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Penalties

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the total marks available per day of lateness. Assignments more than one week late will not be accepted, consequently a “zero” mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should **discuss** waiver of the penalty with the course controller **prior to the deadline date**.

Class Representative

A class representative will be elected in the first class, and that person’s name and contact details will be 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

Communication to students will take the form of emails for notices and reminders, and the use of Blackboard for displaying class notes and lecture slides, which will be posted the day following the lecture.

Student feedback

Student feedback on University courses may be found at: www.cad.vuw.ac.nz/feedback/feedback_display.php

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.

Lecture Schedule –MMBA 518

| Week | Date | Lecture Topic | Preparation |
|-------------|--------------|--|--------------------|
| 1. | 13 July | Introduction | |
| 2. | 20 July | Mobilizing the Marketing Endeavour <i>Case: Are You Being Served</i> | Ch. 1 |
| 3. | 27 July | Developing Products and Services <i>Case: Nighty Night, Sleep Tight</i> | Ch. 2 |
| 4. | 3 August | Analysis and Understanding <i>Case: Rugby, Racing and Beer</i> | Ch. 3 |
| 5. | 10 August | Understanding Why They Buy <i>Case: Hi-de-Hi!</i> | Ch. 4 |
| 6. | 17 August | How Much Are They Prepared to Pay? <i>Case: Take Me Down to the Ball Game</i> | Ch. 5 |
| 7. | 7 September | Successful Brand Building <i>Case: Whisky Galore</i> | Ch. 7 |
| 8. | 14 September | Finding the Right Marketing Space <i>Case: Give Us Our Daily Bread</i> | Ch. 8 |
| 9. | 21 September | Communication Heaven <i>Case: First Position</i> | Ch. 9 |
| 10. | 28 September | Understanding Digital Marketing | Ch. 10 |
| 11. | 5 October | Maverick Marketing <i>Case: Power by the Hour</i> | Ch. 10 |
| 12. | 12 October | Back to the beginning – an overview | |