

School of Marketing and International Business

MARK101 PRINCIPLES OF MARKETING

Trimester 1, 2013

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Michelle Renton
Contact: E-mail: michelle.renton@vuw.ac.nz
Office Hours: Tuesday and Friday 9-9.50am or by appointment
Room: EA114 (Easterfield, Kelburn)

Lecturer: Dr Yuri Seo
Contact: E-mail: yuri.seo@vuw.ac.nz
Office Hours: Tuesday and Friday 9-9.50am or by appointment
Room: EA114 (Easterfield, Kelburn)

Course Administrator: Helen Hynes
Contact: E-mail: helen.hynes@vuw.ac.nz
Office Location: Rutherford House or by appointment
Phone: 463 5529
Room: RH1130 (Rutherford House)

Tutors Contact Details:

Tutor contact details, tutorial timetable and overview will be available on Blackboard under the Tutorials tab.

Trimester Dates

Teaching Period: Monday 4 March – Friday 7 June
Study Period: Monday 10 June – Thursday 13 June
Examination Period: Friday 14 June – Wednesday 3 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.
2. The standard last date for withdrawal from this course is Friday 17 May. 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.

Class Times and Room Numbers

Mark 101 is based on two classes (lectures a week) plus seven tutorials. Attend the lecture stream applicable to you. Note the different CRN numbers. Attend the tutorial group you are registered in.

CRN 10047:	Tues and Friday	MCLT103	8.00am - 8.50am
CRN 8507:	Tues and Friday	MCLT103	10.00am -10.50am

Tutorial Registration

Tutorials begin in week 2, commencing Monday 11th March. Sign-up will be through the S-cubed tutorial registration system available through Blackboard.

S-cubed will open at 1pm, Monday 4th March 2013 and close 9.30am Friday 8th March 2013.

Confirmed tutorial times will be posted on Blackboard prior to tutorials beginning in week 2.

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.

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; and
6. Organise and explain processes involved in the preparation of marketing strategies and plans.

Course Content

The course schedule is provided on page 3 and is subject to minor amendment.



Course Schedule				
Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	4 Mar	Course Introduction, Marketing Overview, Role of Marketing as a Driver of Business	1	No tutorial
2	11 Mar	Strategic Planning, Marketing Environment	2	T1: Introduction/ Tutorials Overview/ The Situational Analysis.
3	18 Mar	Market Research Consumer Behaviour	3	T2: Quiz – 3%: Strategic Planning/ Mktg Env. Handout of Assignment one.
4	25 Mar	Consumer Behaviour (cntd) Friday March 29 – no lecture	4 (pp.129-159)	No tutorial (Easter break)
5	1 Apr	Target Market strategies Tuesday April 2 nd – no lecture	5	No tutorial (Easter break) Due: 12pm, 4 April, 2 page draft of Situational Analysis (10%). Assignment Box, location TBA. No Extensions granted.
6	8 Apr	Target market strategies and Brand Positioning Organisational buying and CRM	5 4 (pp.160-183)	T3: Quiz – 3% Consumer behaviour/ Target Marketing. Discussion of report writing and referencing.
7	15 Apr	Creating and Managing Products	6	T4: Quiz – 3% Brand positioning / Organisational buying. Discussion – Assignment content; PESTE /TOWS.
Mid Trimester break, 22-26April.				
8	29 Apr	Pricing the Product	7	T5: Quiz – 3%: Creating and Managing Products, the Product life cycle. Discussion on Recommendations and conclusions. Individual discussion of drafts.
9	6 May	Integrated Marketing Communications	8	T6: Quiz: Pricing 3% Pricing exercise (will be in the exam).
10	13 May	Distribution, logistics and retailing	9	No tutorial Due: 12 pm 15 May, Situational Analysis (20%)Assignment Box location TBA.
11	20 May	Services Marketing Global Marketing	10-11	No tutorial
12	27 May	Looking forward Course wrap up and exam preparation		T7: Examination preparation.
13	3 June	No lectures.		No tutorials

Readings

The prescribed text for the course is:

Solomon, M., Charbonneau, B., Marshall, G. and Stuart, E (2012). Marketing: Real people, Real Choices. 2nd Edition. Pearson Education New Zealand (ISBN: 978-1-4425-5272-2)

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 strongly advised to buy the text.

Materials and Equipment

A silent and non-programmable calculator will be required for Tutorial 6 and the final examination.

Assessment

You will be assessed for evidence of learning, for your understanding of marketing principles, and your ability to apply them practically.

	Due Date	Value	Objectives Assessed
2 page Draft - Situational Analysis Report	Thursday 4 April, 12pm Assignment box, Location TBA. <u>No extensions granted.</u>	10%	Provide feedback for the full report.
Marketing Report - Situational analysis	Wednesday 15 May, 12pm. Assignment box, Location TBA. Electronic Copy through Turnitin by 5pm.	25%	2,4,5,6
Tutorial Quizzes	Tutorials 2, 3, 4, 5 and 6. Students must take the quiz in the tutorials they are registered for.	15%	1,2
Final Examination (2 hours)	Exam Period	50%	1,2,3,4,5

Penalties

The following penalties will be imposed:

Late Penalty: A penalty amounting to 10 percent of the available marks will be deducted **for each day** assignments are 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 percent, but was one day late, would be marked down to 68 percent. Reports handed in more than two days after the due date will not be marked unless an extension has been provided. These 5 deadlines also apply to electronic submissions on Turnitin. In addition, electronic files that cannot be accessed will be deemed late and will incur penalties.

Page Limit: Failure to adhere to the page limit will incur a penalty of 5 percent of available marks for each page over the limit.

Plagiarism: Any student caught plagiarising may be penalised under the Statute on Student Conduct. This Statute can be downloaded from the policy website and a link is provided below. Penalties include failing the course and suspension from University. You are strongly advised to consult the Academic Integrity and Plagiarism policy website at the link provided below. Your Marketing Report

will be submitted to Turnitin. If you have any questions regarding this critical issue and what may, or may not be permitted, see the Course Coordinator.

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.

Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) 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 **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, 14 June – 3 July.

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must:

1. Submit the Marketing Report in a hard copy, plus electronically to Turnitin, by deadline.
2. Achieve at least 40% in the final examination.

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.
