

## SCHOOL OF MARKETING & INTERNATIONAL BUSINESS

# MARK 201 - MARKETING MANAGEMENT

Trimester 1, 2013

## COURSE OUTLINE

---

### Names and Contact Details

Lecturer/Course Coordinator: Dr. Annie Liu  
Office: Room 1102 - Level 11 Rutherford House  
Phone: 463 5431  
Email: [annie.liu@vuw.ac.nz](mailto:annie.liu@vuw.ac.nz)  
Office Hours: Thursday 1:30-3:30pm

Course Administrator: Jessie Johnston  
Office: RH 1121 - Level 11 Rutherford House  
Phone: 463 5330  
Email: [jessie.johnston@vuw.ac.nz](mailto:jessie.johnston@vuw.ac.nz)

Head Tutor: Yuanindita Ingardya (Ardya)  
Office: Room 1128 - Level 11 Rutherford House  
Email: [ingardya@gmail.com](mailto:ingardya@gmail.com)  
Office Hours: TBA

### 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 2012.
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

#### Lectures

Monday	11.30am – 12.20pm	RHLT2
Wednesday	11.30am – 12.20pm	RHLT2

## **Course Delivery**

The course will incorporate lectures, text material, cases, and presentations. Students are expected to attend all lectures, read the assigned material and cases, and be prepared to discuss marketing concepts, cases, and ideas in class.

## **Group Work**

Everyone (in a group) will be required to analyse, present, and lead a discussion of 1 assigned case study to further class learning, participation, and discussion. Students can expect to spend approximately 2-3 hours per week on group work.

If a group experiences difficulties with their group work, students should approach the head tutor first to try to resolve these differences. The group, or individuals from the group, will be counselled by the head tutor on the procedures open to them to resolve the group's problems. The following steps should be adhered to:

- 1) Students should try to resolve the problems within the group first before approaching a third party.
- 2) Students should meet with the head tutor to try to resolve their differences.
- 3) The head tutor will arrange for students to meet with the Course Coordinator who will endeavour to resolve the group's problems.

In circumstances where outstanding issues are not resolved, Step 4) will be implemented.

- 4) Students must complete a 'Peer Assessment' form, available from the Course Coordinator, and this must be submitted before the assessment marks are released.

If there are differences in the peer assessment forms, the student(s) will be required to meet with the Course Coordinator to discuss the discrepancy.

## **Expected Workload**

Students can expect to spend approximately 10 hours per week on this course. This includes lecture, reading the course material, and working on case analysis. For example:

	<u>Hours</u>
Class & Tutorial	2 – 3
Reading & Study	2 – 3
Assignments & Group Project	4 – 5 (including group work)

## **Course Learning Objectives**

Upon successfully completing the course you will 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. Use financial problem-solving techniques to marketing opportunity analysis
5. Produce a marketing plan.

## **Course Content**

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.

### Tentative Schedule MARK 201

Lecture	Lecture Topic	Tutorial	Readings: Marshall & Johnson Chapter
Week 1	Introduction & Marketing in Global Business	No Tutorial	1
Week 2	Marketing Strategy & Planning <i>Discuss: Case Research &amp; Presentation</i>	No Tutorial	2
Week 3	CRM <i>Library Research Instruction</i>	<i>T1: Assign Case Groups Case Research &amp; Analysis</i>	3
Week 4	Understanding Customers	<i>T2: Your Target Markets Case Research &amp; Analysis</i>	5
<b>Easter Break - 28 March to 3 April 2013</b>			
Week 5	Understanding Customers	<i>T2: Your Target Markets Case Research &amp; Analysis</i>	5
<b>Your Target Market Assignment DUE Monday April 8th 11:30am</b>			
Week 6	Segmenting, Targeting, & Positioning	No Tutorial	7
Week 7	Product & Service Strategies	No Tutorial	8
<b>Mid Term Break - 22 April to 28 April 2013</b>			
Week 8	Pricing Strategy	<i>T3: Presentations (Mandatory – will be filmed)</i>	10
Week 9	Channel Supply Chain Strategies	<i>T4: Presentations (Mandatory – will be filmed)</i>	11
Week 10	IMC & Promotional Strategy	<i>T5: Assignment Discussion</i>	13
<b>Marketing Strategy Analysis Assignment DUE Monday May 20<sup>th</sup> 11:30am</b>			
Week 11	IMC & Promotional Strategy	No Tutorial	14
Week 12	Course Overview & Examination Review	No Tutorial	

### Readings

#### Prescribed text

Marshall, Greg W., and Johnson, Mark W. (2011), *Essential of Marketing Management*, McGraw-Hill.

The prescribed text can be purchased from Vic Books. For study purposes, you are strongly recommended to take notes from this book.

### Tutorial Registration

Tutorials begin in Week 3, commencing Monday 13 March 2013. Signing up for tutorials will be through the s-cubed tutorial registration system available through Blackboard. S-cubed will open at 8.00am on Wednesday 6<sup>th</sup> March and close at 12 noon Friday 8<sup>th</sup> March. Confirmed tutorial times will be posted on Blackboard in Week 2. If you have any queries about tutorial times, you will need to contact the Head Tutor [ardya.ingardya@vuw.ac.nz](mailto:ardya.ingardya@vuw.ac.nz)

For the **first two weeks**, you may contact Ardy to enrol in a group if you have missed out or need to change but after these two weeks If you are unable to attend your tutorial stream due to exceptional circumstances (e.g. illness with supporting medical documents), you need to contact the Course Administrator [jessie.johnston@vuw.ac.nz](mailto:jessie.johnston@vuw.ac.nz) who will discuss your options with you.

There will be a total of 5 tutorials, beginning in week 3. It is important to be there as you will be put into your Case Study Groups. Tentative days and times for tutorials will be placed on Blackboard.

## Materials and Equipment

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

## Assessment

Assessment	%	Due Date
1. Tutorial 2 Individual Assignment: Your Target Markets (1 page) (Objectives 1 – 3)	5	Monday 8th April, 12 noon
2. Present & Discuss: Marketing Strategy Analysis Group assignment 15%; Individual presentation slides & notes 15% (Objectives 1 -5)	30	Weeks 8 & 9 During Tutorial
3. Marketing Strategy Analysis Assignment: Including discussions of Relevance to Marketing Plan Individual Assignment: (5 pages) (Objectives 1 – 4)	15	Monday 20 <sup>th</sup> May, 11:30am
4. Examination (External assessment) 2 hour exam, closed book, silent non-programmable calculators required. (Objectives 1 – 3)	50	TBA
	100	

### 1. Your Target Markets: Tutorial 2 Individual Assignment (case/company will be assigned)

Research and analyse company background (of the assigned case), and its target markets and strategies. Write up a one-page summary brief on your findings. Details of requirement will be provided during Tutorial 1. Please complete, sign and attach Cover Sheet to assignment.

### 2. Present & Discuss Marketing Strategy Analysis (same case/company as above)

Everyone (in the same group) will be required to research, analyse, present and lead a discussion of the B2B marketing strategy. Allocate 20 minutes for the case presentation, and 2-3 minutes for Q&A to stimulate class learning, participation, and discussion. Group presentation and leading discussion 15%; Individual presentation slides & notes write up 15%. Details of requirement will be provided during Tutorial 1.

### 3. Marketing Strategy Analysis Assignment (same case/company as above)

Critically evaluate the firm's environment, target market, and marketing strategies. Details of requirement will be provided during Week 2 class period. Please complete, sign and attach Cover Sheet to assignment.

## Penalties

*Late assignments:* Assignments received after the deadline (**no electronic submissions allowed**) 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.

## **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: 14 June – 3 July.

## **Mandatory Course Requirements**

### **In order to pass this course, students must:**

- Present & Discuss Case Analysis during assigned tutorial time.
- Submit Marketing Strategy Assignment in a hard copy by deadline.
- Attain a minimum grade of 40% in the final exam.
- Achieve a final mark of at least 50% for the entire course.

The outcome for the course will be a standard grade (A+ to E).

### **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 201 Blackboard site. Information specific to MARK 201 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.

\*\*\*\*\*