

School of Marketing and International Business

MARK 101 PRINCIPLES OF MARKETING

Trimester 3, 2015

COURSE OUTLINE

Names and Contact Details

Course coordinator: Dr Aaron Gazley aaron.gazley@vuw.ac.nz
Your first point of contact should be your course tutors through the online discussion boards on Blackboard.

Course administrator: Katrina Walsh katrina.walsh@vuw.ac.nz
Contact Katrina for any administrative matters.

Trimester Dates

Teaching Period: Mon 16 Nov 2015 – Fri 12 Feb 2016

Examination Period: Mon 15 Feb 2016 – Sat 20 Feb 2016 (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 27 November 2015.
2. The standard last date for withdrawal from this course is 26 January 2016.

After the last date stated in #2, 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

As this is a distance course, there are no class times.

The final examination for MARK 101 will be held at Victoria University during the examination period listed above.

Teaching Format

All course content is accessed using Blackboard. Your video lectures are accessed through Blackboard. Your assessment and communication with classmates, tutors and the lecturer are also accessed through Blackboard.

Blackboard

Once you have selected MARK 101 distance in Blackboard, please click on the discussion link on the left hand side and you will see the group you have been assigned to.

Expected Workload

It is expected that between video lectures, video case studies, interactivities, assigned readings and discussion board postings you should spend at least 10-14 hours per week on this course. It is vital that you meet all mandatory course requirements.

Prescription

An introduction to the study of Marketing and its role in developing a strategic customer/client focus within commercial, public sector and not-for-profit organisations.

Course Learning Objectives

By the end of this course, students should be able 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 Pacific Basin and global perspectives.
5. Analyse marketing problems associated with the processes involved in making marketing decisions and present coherent solutions to such problems.
6. Organise and explain processes involved in the preparation of marketing strategies and plans.

Course Content

Note: As this is a distance course, all course content is located on Blackboard. Your video lectures, assessment and communication with classmates, tutors and the lecturer are accessed through Blackboard. As a quick reference, the course is broken down into 10 modules as follows:

SECTION 1 – INTRODUCTION TO MARKETING

Module 1.1 - Creating Customer Value and Building Relationships — Fundamental Concepts of Marketing

Module 1.2 - Strategic Marketing Planning

Module 1.3 - Marketing Opportunities and the Market Environment

SECTION 2 – UNDERSTANDING MARKETS

Module 2.1 - Market Research

Module 2.2 - Market Segmentation

Module 2.3 - Buyer Behaviour

Module 2.4 - Product Planning and Pricing

SECTION 3 – MEETING THE MARKET

Module 3.1 - Marketing Channels and the Supply Chain

Module 3.2 - Marketing Communication

Module 3.3 - New Product Development and the Product Life Cycle

Readings

The prescribed textbook is:

Marketing: The Core, Kerin *et al*, McGraw Hill.

<https://www.vicbooks.co.nz/shop/prod/marketing-the-core/199811>

Materials and Equipment

Silent non-programmable calculators are permitted in the final examination.

Assessment

Assessment in MARK 101 is comprised of an internet exercise, an online multiple-choice test and a final examination. For more details, please refer to the 'Terms Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

Assessment Breakdown

Assessment	Date	Value	Objectives assessed
Multi-Choice Test	From 9am until 7pm, Wednesday 16 December, 2015	20%	1, 2
Internet Exercise	Wednesday 27 January 2016, 8pm (2500 words)	20%	3, 4, 5, 6
Final Examination Period	15-20 February 2016 (2 hours)	60%	1, 2, 4, 5, 6
Total		100%	

Penalties

There will be a 10% deduction for each day that the internet exercise is submitted late.

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 online 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.

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:

15-20 February 2016

Mandatory Course Requirements

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

- achieve at least 40% in the final examination.
- contribute to **all** 10 compulsory discussion boards and must not post late for more than two of these discussions. This is required because, as this course is conducted by distance, it is important to ensure students keep up with the course material

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.

Communication of Additional Information

For any course content related questions or course administration queries or problems, please first go into the appropriate *Discussion Board*. For unresolved queries relating to the above issues, contact Aaron Gazley, the MARK 101 Course Coordinator, email: aaron.gazley@vuw.ac.nz.

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.
