

School of Marketing and International Business

MARK 304 THINKING SKILLS IN MARKETING

Trimester One 2007

COURSE OUTLINE

Contact Details

Peter November, Senior Lecturer in Business Administration, room 1124 in Rutherford House, telephone: 463-5431, email: peter.november@vuw.ac.nz. Leave an answer phone message if I am not in or a message on my door. Office hours 12-1pm Monday and Friday.

Class Times and Room Numbers

Each week there will be a seminar from 1.40 to 2.30 pm on Monday in RLWY 501 and 1.40 to 3.30 pm on Friday in RLWY 315. Each student will join a discussion group that will meet for one hour each week. In addition I expect to see each student individually at least three times during the course.

Course Objectives

Students will:

1. Have more control over the four main mind states.
2. Generate ideas under a wide range of circumstances.
3. Classify problems and plan an appropriate problem solving strategy.
4. Be more effective problem solvers.
5. Develop and use their experiential learning skills.
6. Improve their emotional intelligence.
7. Have more meaningful conversations.
8. Develop a more inquisitive attitude.
9. Develop a better control over their inner world.
10. Develop higher self-confidence.
11. Handle conflict situations better.
12. Be more effective at thinking reflectively.
13. Use TA to communicate more effectively.
14. Use TA to control procrastination.
15. Use NLP to communicate more effectively.

Course Content

This course helps students to develop thinking skills in the marketing work areas of creativity, problem solving, and interpersonal relations; in the psychological areas of self-confidence, emotional intelligence and attitude control; and in the arts of understanding customers and learning from experience.

Expected Workload each week

Three hours attending seminars. One hour in discussion group. Ten hours doing experiments and writing up your journal.

Readings

All reading material will be provided or made available through the library.

Assessment Requirements

You will be expected to write a personal journal each week throughout this course, relating the course material to your life, reporting on tests of the course material and reflecting on your discussion group work. (This approximates to doing an assignment every week worth about 10% each.) The journal must be available on demand throughout the course and be available at our seminars. I regard the discoveries, thoughts, and reflections that you write in your journal a prime source of knowledge both for you and for other members of the course. You may also be asked to read extracts from your journal to the class or to let others read part of your journal in class. You will be expected to read and comment on the journals of your discussion group colleagues. However, if you find another person's journal you should not read it but return it to the owner or hand it to me. Your journal is 100% of course assessment.

Mandatory Course Requirements

It is ESSENTIAL that you keep up-to-date with the experiments and that you write these up each week in your journal. You might be excluded from seminars if you fall behind.

Communication of Additional Information

Any additional information on this course will be posted on the Marketing noticeboard in Rutherford House.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support
- Notice of Turnitin Use

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.