

School of Marketing and International Business

MARK401 ADVANCED MARKETING MANAGEMENT

Trimester One 2007

COURSE OUTLINE

Contact Details

The Course co-ordinator is:

Ashish Sinha (RH 1103, Ph: 463 6953) Email: ashish.sinha@vuw.ac.nz

Other staff within the School will also contribute to individual sessions in their respective areas of expertise. Students can discuss matters with any of the staff at any reasonable time and are encouraged to do so. If necessary, informal class times can be scheduled to discuss aspects of the major course assignments or other matters of general concern.

My office hours for MARK401 are:

Tuesdays	11:00 – 12 noon
Wednesdays	11.30-12.30 pm
Other times by appointment	

Class Times and Room Numbers

The course comprises seminar and discussion sessions, presentations, set readings, and assigned course work to assist learning and assessment. Sessions will be held in RWW 315 on Thursday afternoon commencing on 1st March, 2007 at 2:40 pm.

Details of the examination content and requirements will be communicated during the final scheduled class session on 1st May, 2007.

Course Objectives

After completion of this course, students should be able to:

1. Discuss and critique the historical and ongoing development of marketing as a discipline.
2. Categorise, understand, and critically analyse the published literature in marketing.
3. Show a sound understanding of marketing constructs and models, including the demonstration of independent thought and strong conceptual skills.

4. Write and present in a manner which illustrates independent research capability in identifying and synthesising relevant journal articles from the published literature, and ability to develop and defend a line of argument in support of a chosen position.

Course Content

Students will be exposed to discussion and a collection of readings during this course to provide a solid grounding in the literature that underlies marketing as a business discipline. A combination of classic articles representing important perspectives in the field, and more recent articles making new contributions to the subject, will provide a broad-based understanding of the marketing literature. The collection of readings, together with additional readings identified and presented by students, will illustrate the continuing growth and maturing of marketing as a distinct field of study.

Course Readings

Students are expected to have fully read and prepared notes for discussion on the readings assigned each week, as well as completing individual literature searches in the library. A collection of readings will be made available to students for each class. In addition, copies of the chosen articles by students will be reproduced and distributed in advance of each article presentation. Students are strongly encouraged to read beyond the required set of readings and browse through current journals in selected areas.

Expected Workload

Students are expected to spend around 12-14 hours per week **on average** in classes, preparation and assignments for MARK 401. The exact amount of time will vary depending on student capabilities and backgrounds, but an indicative balance is as follows:

	<u>Hours</u>
Class time	3
Reading & study	3-4
Assignment prep'	2
Course projects	4-5

Any student deviating significantly from these norms (apart from normal pressure points associated with the major assignment deadlines) should reassess the balance of their workload and, if necessary, discuss it with the course lecturers.

Group Work

At the end of the course, students will be asked to rate their group members to assess each members input in the group work. The lecturer reserves the right to alter group work marks based on this information.

Readings

Readings will be provided by the lecturer.

Assessment Requirements

Method of Assessment

MARK 401 is 70% internally assessed and 30% through a final examination. Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall 'quality of mind' judgement by the examiners. In this respect therefore the adequacy of preparation for and quality of participation in class discussions will form part of the overall judgement by course lecturers.

Mark allocations for each assessment component are:

Written essay one	15%
Written essay two	15%
Written article critique	15%
Verbal article critique presentation	5%
Class preparation and contribution	10%
Weekly Submission (5 submissions)	5%
Class Presentation	5%
Final exam	30%
TOTAL	<u>100%</u>

Written Essay One

Individually write an essay of up to 1500 words selecting one from the following list of topics. Your essay must show evidence of independent library research and some reading (at least six salient references) around the topic under discussion.

1. 'The Marketing Concept has no relevance in the Network Economy'. Discuss.
2. 'Marketing is all to do with building relationship'. Discuss

Due date for essay: April 5th

Class Preparation and Contribution

The preparation of class material will account for 10% of the student's overall mark. Students will be expected to present answers to set readings questions and problems and critique articles from the marketing literature. The assessment criteria include among other things:

- ❖ Each student (or a group of two) has to lead at least one seminar.
- ❖ Is the student a good listener?
- ❖ Are the points made relevant to the discussion?
- ❖ Are these comments linked to the comments of others?
- ❖ Do these comments show evidence of sound analysis of the material?
- ❖ Is the student able to develop and defend a line of argument?

Contributions to class discussion should be done in the spirit of true critical discussion and debate rather than personalized attacks on the views of others. Also be willing to take some risks or to explore positions that you are not sure about but would like to argue out within the group.

2. *Weekly Submission & Presentation*

Starting from week 3, students are required to submit one page synopsis of the research papers assigned for that week. This is due at the beginning of the class every Friday afternoon. I will consider marks for the top five submissions.

For each session a group of two students will lead the discussions. For that particular week, these students will make a presentation to the class followed by discussions & questions. They will need to show this presentation to the lecturer a few days before the day of the class presentation. Students are required to submit their power point presentation to the lecturer. The group of students involved in the presentation need not submit a written synopsis for the week in which they are leading the discussion.

Also, students are not required to submit the synopsis in the week they are presenting their critique.

NOTE:-Please make sure that the week of Critique presentation is different from the week in which you are leading discussions.

3. *Article Critiques*

Each student is required to provide a synopsis of one journal article pertaining to selected topic under consideration. The synopsis should provide a **summary** and a **critique** of the article. Word limit for the critique is 1500. In addition, conciseness and ability to capture the essence of an article in the summary component will be rewarded. The critique should assess both strengths and weaknesses of the position adopted by the authors, along with an overall assessment of the value of the contribution made by the article. You are expected to read outside of the article that you are critiquing. The critique should have four sections (these need not be the sub-headings).

- **Introduction** – Here provide a brief review of the literature.
- **Summary** – Summarize the article, how does it fit in the literature that you have summarized in the introductory section.
- **Critique** – Critiquing the article is different from criticizing the article or the author. Identify the strengths & weaknesses of the article.
- **Conclude** – Provide conclusion by identifying areas of future research.

Your chosen article should be given to the course co-ordinator no later than twelve days prior to the scheduled Friday presentation. The article will then be reviewed by the course co-ordinator to ensure that academic rigour is of an appropriate standard. If acceptable, the article will be photocopied and circulated to all class members on the following Wednesday. Each student must read the distributed article prior to the class discussion. This prior reading is essential. **YOU ARE REQUIRED TO PRESENT YOUR CRITIQUE IN CLASS** for period of 15 minutes. Please leave 5 minutes for questions.

Allocation of student names to topics will be undertaken during the first session. Topics and dates are as follows:

<u>Date</u>	<u>Topic</u>
March 29	The Marketing Concept
April 5	Consumer Behaviour
April 26	Product strategy
May 3	Pricing
May 10	Distribution channels
May 17	Advertising/Promotion
May 24	Marketing Strategy

Written Essay Two

Topics for this essay will be distributed to the class prior to the Easter break.

Penalties

A 5% penalty will be incurred for every day of late submission.

Mandatory Course Requirements

Students must obtain at least 50% in the final examination, and 50% overall, to obtain a pass grade for this course.

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.

Timetable

A course timetable is attached showing topics for each session. Set readings must be read prior to the scheduled sessions, with students prepared to discuss and critically comment upon the concepts and ideas described. Students must also be adequately prepared to meaningfully participate in class discussions.

Course Schedule:

March 1	<i>Introduction</i>	<i>Subject introduction</i>
March 8	<i>Marketing – Some fundamentals</i>	
March 15	<i>History of Marketing & Positivist Theory</i>	
March 22	<i>Relationship Marketing</i>	
March 29	<i>Service Marketing and Marketing in Technology Intensive Markets</i>	<i>Article critiques/presentations</i>
April 5	<i>Value Based Marketing</i>	<i>Article critiques/presentations First Essay due this week</i>
<i>Easter Break</i>		
April 26	<i>Brand Marketing</i>	<i>Article critiques/presentations</i>
May 3	<i>Brand Marketing :- Measurement of Brand Equity</i>	<i>Article critiques/presentations</i>
May 10	<i>Brand Marketing:- Secondary Associations & Brand Extensions</i>	<i>Article critiques/presentations Second Essay due this week</i>
May 17	<i>Cause Related Marketing</i>	<i>Article critiques/presentations</i>
May 24	<i>Social Marketing</i>	<i>Article critiques/presentations</i>
May 31	<i>Pulling it all Together</i>	Course Review