

Course Outline 2017
MKTG 701: ADVANCED MARKETING 1 (15 POINTS)
Semester 1 (1173)

Course Prescription

This is the foundational postgraduate course in marketing. It provides an introduction to marketing philosophy, theory, and contemporary practice. There is an emphasis on developing the critical thinking and analytical skills necessary to undertake postgraduate and applied management research that bridges the theory practice divide.

Goals of the Course

The course is intended to allow you to explore, evaluate, criticise and contribute to the field of marketing, drawing on theory and practice. You are required to prepare yourself in advance for each session, so that you are able to critically discuss and evaluate the various journal articles and other readings and discuss the implications to marketing practice. It is suggested that for each reading you identify the objectives, summarise the message, and determine the academic and practical relevance to the topic being studied. It is a good idea to build an electronic file of everything you read with short summary notes. You will be given online sources to explore the relevance of the academic articles.

Learning Outcomes

By the end of this course, it is expected that the student will have:

1. Develop the critical and analytical skills required to undertake academic and applied management research;
2. Develop in-depth research knowledge in particular areas of Marketing with a specific focus on the value creation and service and relationship marketing and other contemporary developments;
3. Integrate basic contextual frameworks for the study of contemporary marketing;
4. Understand the implications of a service perspective;
5. Understand the nature of service innovation and shaping markets;
6. Understand customer engagement and brand communities;
7. Understand the foundations of conceptual model development
8. Understand the foundations of research question development

Content Outline

Module 1: (Rod Brodie)

Theory and Practice of Contemporary Marketing

- Nature and Scope of Marketing
- Changing Role of Marketing
- A Service Perspective
- Theory and Marketing Practice
- Customer Engagement and Brand Communities
- Service Innovation and Markets

Module 2: (Laszlo Sajtos)

Service and Relationship Marketing

- Service Quality/Service Encounters
- Service Branding
- Customer Relationship & Loyalty Programs
- Customer Experience Management
- Negative Experiences, Complaint management and Service Recovery

Learning and Teaching

The meetings are once a week lasting between 2 & 3 hours.

Teaching Staff

Professor Rod Brodie

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Learning Resources

The course is largely based on journal articles and other readings. Readings for the first 6 weeks (Module 1) are indicated later in this outline. Readings for the second 6 weeks (Module 2) will be provided at the beginning of Module 2. Links to the online articles will be provided on the MKTG 701 Course Resource Page. Students will be encouraged to read beyond the readings and take advantage of the world class electronic library facilities available at UABS.

Assessment

Module 1

Article Summary (5%, 2 pages 12pt 1.5): Due end of Week 3

Your article summary should use the following headings: Objectives, Messages, Relevance and Contribution (academic and practical)

Article: Vargo, S. L., and Lusch R. F., "Evolving to a New Dominant Logic for Marketing", *Journal of Marketing*, 68 (January), 1-17, 2004.

Group Assignment (25% 10 pages plus appendices 12pt 1.5). Due in end of Week 6.

Choose a business that you are interested in and undertake an online search to investigate the prevalence of SD Logic marketing practices. Examine the strategic position of the business and the opportunities for the business to develop in the next decade.

Module 2

Discussion forum –Assignment (15%)

You are expected to lead and facilitate discussion on a particular topic.

Research Article - Assignment (15%)

Develop a research paper on a topic discussed in one of the sessions.

Final Exam (40%)

Includes questions from both Modules

Learning Outcome	Article Summary	Individual Assignment	Discussion Forum	Research Article	Final exam
1.	X	X	X	X	X
2.	X	X	X	X	X
3.	X	X	X	X	X
4.		X	X	X	X
5.		X			
6.		X			
7.			X	X	X
8.			X	X	X