



Course Outline 2017

BUSMGMT 751: Marketing Management (15 points)

Quarter 2 2017 (1174)

Course Prescription

Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.

Programme and Course Advice

Prerequisite: 60 points from BUSMGMT 711-714 with at least a B- average

Goals of the Course

The course introduces students to the theory and practice of marketing. The goals of the course are for students to be able to:

1. Understand relevant theories of marketing, and apply these in practice;
2. Gain an appreciation of the complexity of managing marketing components and developing a marketing strategy;
3. Develop reflective and evaluative skills that integrate theory and marketing

A primary element of the course is the use of real world cases to help students develop and execute marketing strategy.

Learning Outcomes

By the end of this course, the student will be able to:

1. Identify the role that marketing plays in achieving organisational objectives and creating value for the customer;

2. Critically evaluate market conditions and consumer needs to form marketing strategies;
3. Analyse the components of the marketing mix to develop a concrete marketing plan;
4. Critically interpret examples from current events and both simulated and real-world marketing situations to apply, illustrate, and discuss different marketing
5. Integrate and apply theory and practice in various marketing contexts.

Content Outline

Week 1: Introduction to Marketing Management Week 2: Buyer Behaviour

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Week 3: Segmentation, Targeting & Positioning

Week 4: Product Development & Management

Week 5: Brand Strategy

Week 6: Pricing

Week 7: Distribution

Week 8: Integrated Marketing Communications

Week 9: Social Media

Week 10: Conclusion & Revision

Learning and Teaching

Students are expected to read required materials prior to class, attend all classes, and participate in class discussions. Students are expected to attend and participate actively in 5.5 hours of class time per week, comprising a 1.5-hour plenary session, 2-hour tutorial and 2-hour TBL session. The classes are an opportunity for students to explore ideas, develop their own thinking and clarify anything that they are not sure about.

In addition to attending classes, students should be prepared to spend about ten hours per week on course-related activities. These activities include reading the course materials, preparing for tutorials, interacting with the business simulation, working on assignments and preparing for assessment.

Teaching Staff

Dr Sandra Smith

Lecturer & Course Convenor

Room: 260-408

Office Hour: TBA

Email: sd.smith@auckland.ac.nz

Phone: 09 3737599 87353

Mr Kevin Kempin

Professional Teaching Fellow

Email: k.kempin@auckland.ac.nz

Learning Resources Required text:

Iacobucci, D. (2015). *Marketing Management*. Stamford, US: Cengage Learning.

Assessments

E-Portfolio	20%
Individual Assignment	25%
Group Assignment	25%
Final Test	30%

The relationship between these assessments and course learning outcomes is as follows:

Learning Outcome	E-portfolio (20%)	Individual Assignment (25%)	Group Assignment (25%)	Final Test
1	x	x	x	x

2		x	x	x
3				x
4	x	x	x	x
5		x	x	x

Inclusive Learning

Students are urged to privately discuss any impairment-related requirements in person and/or in written form with the course convenor/lecturer and/or professional teaching fellow.

Student Feedback

We regularly seek feedback from students in order to shape and improve this and all courses on the programme. Students will be asked to complete formative fast feedback early in the quarter, and course and teaching evaluations at the end of the course. In addition, each course will seek volunteers to serve as class reps.

Wk	Plenary	Tutorial	TBL	Assignment deadlines	Topic	Textbook (Iacobucci, 2015)
1	27/3	29/3	30/3		Introduction to Marketing Management	Chs 1 & 16
2	3/4	5/4	6/4	E-portfolio submission #1 (5%) due by 9.00am on	Buyer Behaviour	Chs 2 & 14

				Saturday, 8th April		
3	10/4	12/4	13/4	E-portfolio submission #2 (5%) due by 9.00am on Friday, 14th April	Segmentation, Targeting & Positioning	Ch 3, 4 & 5
4	17/4 (Holiday)	19/4	20/4		Product Development & Management	Chs 6 & 8
5	24/4	26/4	27/4	Individual Assignment (25%) due by 9.00am on Thursday, 27th April	Brand Strategy	Chs 7
6	1/5	3/5	4/5	E-portfolio submission #3 (5%) due by 9.00am on Saturday, 6th May	Pricing	Ch 9
7	8/5	10/5	11/5	E-portfolio submission #4 (5%) due by 9.00am on Saturday, 13 May	Distribution	Chs 10

8	15/5	17/5	18/5		Integrated Marketing Communications	Ch 11 & 12
9	22/5	24/5	25/5	Group Assignment (25%) due by 9.00am on Thursday 25th May	Social Media	Ch 13
10	29/5	31/5	1/6	Final Test (30%) on Friday 2nd June (Time to be confirmed)	Conclusion & Revision	<i>Revision</i>

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Cheating and Plagiarism

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at: www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

Third Party Assistance with Coursework

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties, you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available

at: www.business.auckland.ac.nz/thirdpartyassistance

Help with Academic Referencing

Acknowledgement of sources is an important aspect of academic writing. The University's Referen@ite website www.cite.auckland.ac.nz provides students with a one-stop online resource for academic referencing needs. Referen@ite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.

Assignment Submission

All assignments for this course should be submitted through the Assignments section of these course webpages, after going through the standard review process. This process is as follows:

1. assignment draft is run through Grammarly
2. Grammarly report and assignment draft are submitted to the assignment draft point for language, grammar and structure review and feedback by the Business Communication team, and for originality checking. This draft point will close no later than 24 hours before the assignment submission deadline
3. final assignment, which incorporates the Business Communication team feedback on language and originality, is submitted to the final submission point

The draft and final submission points can be found in the Assignments section of these webpages.

In the event of an unexpected disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via Canvas and the University website.

Late Submissions and Special Consideration

For any queries about the programme policies around the late submission of assignments, or for special consideration or aegrotat processes, please contact the Programme Manager.