



Course Outline 2011
MARKET 719: ADVANCED MARKETING (15 POINTS)
Quarter 3 (1116)

Course Prescription

An advanced study of marketing theory and practice relating to contemporary issues. Emphasis is on providing students with an in-depth knowledge of key topics in marketing, based on critical evaluation of the field. Typical topics covered include marketing strategy, branding, services marketing and customer-centricity.

Programme and Course Advice:

Prerequisite: 60 points from BUSADMIN 761-764, 771-774, 775.

Restriction: MARKET 708

Goals of the Course:

1. To develop appreciation for the scope and nature of marketing practice in the contemporary business environment.
2. To develop understanding of how marketing decisions impact on the firm, society and the environment.
3. To explore the latest developments in marketing theory and practice.

Learning Outcomes

Students will be able to evaluate and explain in terms of contemporary theory and practice:

1. how marketing practice is adapting to underlying drivers of change;
2. how service is becoming a perspective on value creation for both goods and services, rather than merely a marketing activity, i.e. Service Dominant Logic;
3. how social responsibility and sustainability are becoming increasingly an integral part of marketing strategies;
4. the drivers for the adoption of a customer-centric philosophy for organisations and its benefits;
5. how technology can be integrated into marketing practice for the benefit of both marketers and their customers; and
6. how new brand marketing strategies produce more powerful brand perceptions and new media greater opportunities for brand engagement in the digital age.

Content Outline (indicative)

- Introduction and Overview
- Service(s) Marketing and Service Dominant Logic including Co-Creation of Value
- Marketing Strategies Incorporating Sustainability
- Creating Customer Centric Organisations
- Evolving Branding Strategies including Brand DNA

Learning and Teaching

This course is taught in 30 hours over 10 weeks meeting from 5:30 to 8:30pm on Monday evenings on the city campus in room 260-3116 in the Owen G. Glenn Building during Quarter 3 starting on 27 June. Class size is small. Course process may include: lecture, case studies, presentations of readings and team. The class is designed to create interactive discussions through team based learning and co-creation of knowledge. Students are expected to prepare prior to each class by reading and assimilating assigned reading. Active

participation is essential, and students will be expected to master material assigned in readings, presented in class lectures and discussions. Class contribution will be part of the assessment.

This course takes a senior management (rather than functional management) perspective, and is therefore relevant to those intending to progress to senior management, and to an MBA.

Teaching Staff

Lecturer and Academic Coordinator:

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Learning Resources

Course materials are provided on line either on the CECIL Knowledge Map or links on the Library Resource Page for a range of complementary readings and case studies. No textbook is required.

Assessment

Individual synopses and presentation of readings	15%
Group project	25%
Overall Contribution to class	20%
Examination (2 hours, open book)	40%
Total:	<hr/> 100%

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

Learning Outcomes	Synopses & Presentation of readings	Group Project (Case Study)	Overall contribution to class	Examination
1	X		X	X
2	X		X	X
3	X		X	X
4	X	X	X	X
5	X		X	X
6	X		X	X

Assignments are subject to change.

Minimum requirement to pass the course: 50% overall aggregated marks which must include at least one form of each assessment type shown above. Marks for team projects are allocated to each member based on contribution to the team result, i.e. students assess their fellow team members.