



The University of Auckland Business School

Course Outline 2007

MARKET 713: MARKETING FOR MANAGERS (20 POINTS)

Course Prescription

This course outlines broad marketing concepts and the role of marketing in the organisation - including its relationship with other disciplines. In addition to the fundamental concepts (branding, positioning and the 4Ps), emerging ideas such as the shift from 'transactions' to 'relationships' and the increasing influence of IT are covered.

Programme and Course Advice

Restriction: BUSADMIN 762

Goals of the Course

- To introduce the theoretical fundamentals and key elements of marketing strategy and practice.
- To provide a sound general framework for analysing marketing situations and making strategic and tactical marketing decisions.
- To provide students with a broad understanding of what drives marketing activity within their industries and organisations, and to recognise the features of good (and bad) marketing planning and practice.
- To encourage a higher standard of marketing practice.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. select and use appropriate decision support tools to assess marketing situations;
2. identify, locate and evaluate information relevant to marketing decision-making;
3. analyse marketing problems and issues from a marketing management perspective;
4. apply marketing principles effectively to develop appropriate marketing strategies and programmes for specific situations;
5. select and use appropriate marketing metrics;
6. understand the structural relationship of marketing to other key functional areas of the organisation (e.g. operations, IT, and finance) and the implications of that relationship for marketing practice; and
7. discuss the issues inherent in planning and executing marketing strategy effectively in the face of changing global competitive and environmental pressures.

Content Outline

- Course Introduction
- Marketing Fundamentals and New Marketing Approaches
- Marketing Strategy and Planning

- Understanding Buyers in Business to Business & Consumer Markets
- Orienting to the Market: Segmentation, Targeting & Positioning
- Branding Strategies
- Product and Service Fundamentals
- Pricing Strategies and Determination
- Distribution, Category Management & Retailing, Supply Chain Management
- Integrated Marketing Communications
- Relationship Marketing and Customer Loyalty
- Course Summary & Exam Brief

Learning and Teaching

This course is taught on the city campus. To achieve the outcomes outlined above a variety of teaching approaches will be utilized including lectures, class discussions, written assignments and presentations. The class typically meets for 3.5 hours per week over 10 weeks for a total of 35 contact hours.

Students are expected to use at least six additional hours each week in reading and preparing for the class. Active participation is essential, and students will be expected to master material assigned in readings, presented in class lectures and discussions

NB: In Quarter 1, BusAdmin 762 Marketing for Growth (15 points) and Market 713 Marketing for Managers (20 points) classes are combined. 762 students will attend one less class and have one less assessment requirement to achieve the lower point weighting.

Teaching Staff

Course Coordinator:

Virginia Spicer

Ext: 87639

Email: v.spicer@auckland.ac.nz

Tom Agee

Office: Room 104, Commerce B

Tel: 358-4892

Fax: 358-4820

Email: t.agee@paradise.net.nz

Address for courier: 2/26 Ayr St, Parnell

Rick Starr

Office: Room 104, Commerce B

Mob: 021 637 915

Email: rick@visualresearch.co.nz

Learning Resources

Specified text: McDonald, M. H. B., & Christopher, M. (2003). Marketing: A complete guide. Basingstoke: Palgrave MacMillan.

A course book is provided including a range of complementary readings.

Library resources: <http://www2.auckland.ac.nz/lbr/bus/marketing.htm>

Assessment

Team assignment	20% (Marketing Situation Analysis)
Individual assignment	20% (Board paper)
Case study	10%
Final examination	50% (Covers entire course)

Details relating to the assignments will be provided at the first session, including due dates and marking schedules. Relevant Learning Outcomes linkages to Assessments are subject to change.

Examination is restricted book, which means students may take into the examination room material specified by the examiner. Such material may be written on and/or marked.

Learning Outcome	Team assignment	Individual Assignment	Case Study	Final Examination
1	X			X
2	X	X		X
3	X	X	X	X
4	X	X	X	X
5	X		X	X
6		X	X	X
7		X	X	X