



## **Course Outline 2017**

### **BUSADMIN 762: Marketing (15 points)**

#### **Quarter 2 (1174)**

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#### **Course Prescription**

This course examines customer value and value-creation in markets, and the implications for marketing, marketing decision-making and marketing strategy development.

#### **Programme and Course Advice**

*Restriction:* BUSADMIN 772.

#### **Goals of the Course**

This course will explore the processes that drive value creation for both customers and enterprises. Course participants will examine the nature of marketing, marketing decision-making, and the development of marketing strategies to achieve substantive growth in consumer and business-to-business markets. The key goals of this course are:

1. To introduce the notion of creating customer value for competitive advantage.
2. To introduce the theoretical fundamentals and key elements of marketing strategy and practice.
3. To provide a general framework for analysing marketing situations and developing strategic and tactical marketing plans.
4. To provide a broad understanding of what drives marketing activity within industries and organisations, and to recognise key features of marketing planning and execution.

#### **Learning Outcomes**

Upon completion of this course it is expected that students will be able to:

1. Understand key elements in the development of marketing plans.
2. Understand and apply appropriate decision support tools to assess marketing situations.
3. Evaluate information relevant to marketing decision-making.
4. Apply marketing principles to develop appropriate marketing strategies for specific situations and organisations.
5. Evaluate and/or apply appropriate marketing metrics.

## Content Outline

Class	Date	Topic	Readings
1	29 March	Course Overview, Introduction to Marketing and Value Fundamentals	Kotler & Keller 1
2	5 April	Marketing Strategy, Planning, and Research	Kotler & Keller 2-3
3	12 April	Understanding Buyers and Co-creation of Value	Kotler & Keller 4-5
4	19 April	Brands, Brand Management, and Introduction to Value	Kotler & Keller 6-8
5	26 April	Value creation through Innovation in Products and Services <b>Individual Assignment Due</b>	Kotler & Keller 9-10
6	3 May	Pricing Considerations	Kotler & Keller 11
7	10 May	Value Delivery through Distribution Channels	Kotler & Keller 12-13
8	17 May	Value Communication: Integrated Marketing Communication, Advertising, Sales Promotion and Personal Selling <b>Group Assignment Due</b>	Kotler & Keller 14, 15, 17
9	24 May	Digital Marketing and the Collaborative Economy	Kotler & Keller 16
10	31 May	Marketing in a Broader Context: Societal Considerations and Marketing Ethics, Course Revision. <b>Final test provided.</b>	Kotler & Keller 18
	8 June, 5:00pm	<b>Final Take Home test due via Canvas</b>	

Additional readings will be advised via the Canvas course page.

## Learning and Teaching

Class meets **Wednesday evenings, from 5:30-8:30pm** over 10 weeks beginning Wednesday 29 March (a total of 30 contact hours). Classes will meet in the Owen G. Glenn Building (City Campus) in **Case Room 1 (room 005), Level 0.**

In addition to attending classes, students should be prepared to spend about 9-10 hours per week on activities related to this course. These activities include preparing for lectures, reading the course materials, solving recommended practice problems, working on the assessment for this course, etc.

Students are expected to have read and digested the assigned textbook chapters and other readings before class, and be ready to discuss them.

## Teaching Staff

### Dr. Rick Starr

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Dialogue is important for learning. Feel free to email me with questions or comments. However, I generally find that most of your questions are too complex to answer fully via email. Unless the answer is really simple (such as yes or no), I will usually call you back to discuss them. I am happy to speak on the phone as needed, or to see you in person by appointment.

## Learning Resources

### Required text:

P. Kotler & K.L. Keller (2015), *A Framework for Marketing Management*, 6<sup>th</sup> edition, Pearson Education (Available from the University Book Shop in the Kate Edger Building).

### Additional resources:

Assigned readings will be advised on CANVAS.

## Assessment

The assessments for this course are designed to provide useful opportunities for learning. The assignments, due dates and weightings are:

Assessment	Final Grade Weight %	Due Date
Individual Assignment	30%	Week 5, 26 April
Group assignment	25%	Week 8, 17 May
Class Participation and Attendance	10%	Continuous Weeks 1-10
Final Take-Home Test	35%	Due 8 June, 5:00pm, via Canvas
Total	100 %	

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

Learning Outcome	Individual Assignment	Group Assignment	Take-Home Test	Class Participation
1	X	X	X	X
2	X	X	X	X
3	X	X	X	X
4	X	X	X	X
5		X	X	X

Additional Information on the Individual and Group Assignments follows at the end of this Course Outline. Further clarification will be provided in class.

## **Inclusive Learning**

The University of Auckland is committed to providing an equitable and inclusive learning environment. Students are encouraged to discuss any special requirements or learning-related issues in confidence, either in person or via email.

## **Decorum**

Civility is in short supply in the modern world, but it will be expected in this course. We can and will have rollicking discussions, and robust disagreement over ideas is vital and useful. However, there is a clear line that will not be crossed in this classroom: ad hominem attacks, or invective with racist, sexist, homophobic, or anti (insert group here) will not be tolerated.

## **Student Feedback**

Students' opinions about this course will be taken as valuable feedback, which the Graduate School of Management will use to improve future iterations of the course. Students will be asked to complete evaluation forms for this course in the latter part of this course.

## **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 web site.

## **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/](http://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](http://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.

## **Detailed Information on Written Assignments**

### **Individual Assignment: Co-Creating Value**

The focus of this course is using marketing approaches to create value for a range of stakeholders, including the marketer's organisation, channel intermediaries, end customers, and other affected parties. A key part of this focus is the idea of co-creating value: we cannot create value for another, but we can work with them to build value perceptions together. This individual assignment asks you to consider a marketplace offering, existing or new, and approaches you could use to foster value co-creation.

Tasks:

1. Select a brand, product, service, idea or person(s). You may use an existing entity, or choose to focus on a new venture. Explain the key features of your chosen offering.
2. Discuss the target audiences.
3. What are the target audience wants and needs? Note: in many cases, the target may not fully understand their wants and needs, or may be unable to articulate their desires. You will need to tease these issues apart to form a supportable point of view.
4. How will you position your offering?
5. Explain the approaches and strategies you will use to co-create value.
6. Give an honest assessment of the strengths, weaknesses and likely outcomes of your approach.

**Length:** 3000 words,  $\pm 10\%$

**Format:** paper submission, with a .pdf version also submitted via Canvas

**Due date:** Week 5, 26 April, at beginning of class

**Assessment weighting:** 30% of final grade

## **Group Assignment: Applying Marketing Approaches**

The marketing discipline offers a useful lens for examining issues. It can provide a way to frame problems, a base of theories for understanding the internal workings of the problem, and a set of tools that can be applied to make appropriate improvements. This group assignment asks you to consider these facets of marketing in an integrated way.

### **Tasks**

1. Develop a group, preferably of 3 to 4 people, to work on the assignment. I will expect more work and a higher level of polish from larger groups.
2. Select a major business, governmental or societal issue or problem.
3. Explain the key features of the issue or problem.
4. State the major (and perhaps minor) aspects of the problem that have marketing implications.
5. Suggest the areas or aspects of the issue that marketing tools and insights can fix or improve.
6. Assuming you have scarce resources (money, people, and perhaps time), develop a ranked priority list of the marketing actions you would take.
7. Provide an assessment of the level of change and success you might expect from taking these actions.

**Length:** 2500-3000 carefully chosen words

**Format:** paper submission, with a .pdf version also submitted via Canvas

**Due Date:** Week 8, 17 May, at beginning of class

**Assessment weighting:** 25% of final grade

Please note: many of the most important problems facing the world are complex and may seem intractable. A large and difficult issue that can yield only minor improvements may be much more important than a simple problem in which marketing can achieve great success. Consider choosing a problem that is interesting and important, even if it is not easy.