



**Course Outline 2017**  
**BUSADMIN 772: Marketing for Growth (15 points)**  
**Quarter 4 (1178)**

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### **Course Prescription**

Processes which shape and drive buyer behaviour and value creation for both customers and enterprise. Examines the nature of marketing, marketing decision-making, and the development of marketing strategies for both consumer and business-to-business markets. Emphasises marketing theory and practices to achieve substantive growth.

### **Programme and Course Advice**

*Restriction: BUSADMIN 762*

### **Goals of the Course**

Markets originally emerged as a way to sell tangible products in a physical marketplace. The discipline of marketing developed to help us understand and manage these processes for marketing to companies and people. Marketing continues to evolve in both theory and practice. We still consider selling products, but the focus of marketing now includes intangible services, ideas and people. This course will develop greater insight into achieving growth by working with and among customers as active agents who participate in co-creating the value they seek.

Through the quarter we 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 concept of co-creating customer value, and using this concept to gain competitive advantage.
2. To introduce the key elements of marketing strategy and practice and explain their theoretical underpinnings.
3. To provide a general approach 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 initiatives.

## Learning Outcomes

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

1. Understand key elements of marketing, and how they interact.
2. Assess dynamic marketing situations and develop appropriate strategic and tactical responses.
3. Find and evaluate relevant information for 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	Friday 22 September 1:00-7:00pm	Course Overview, Introduction to Marketing and Value Fundamentals Marketing Strategy and Planning	Kotler & Keller 1
2	Saturday 7 October 9:00-3:00pm	Understanding Buyers and Co-creation of Value Brands, Brand Management, and Creation of Value	Kotler & Keller 2-3
3	Friday 20 October 1:00-7:00pm	Value creation through Innovation in Products and Services Pricing Considerations <b>Individual Assignment Due</b>	Kotler & Keller 4-5
4	Saturday 4 November 9:00-3:00pm	Value Communication: Integrated Marketing Communication, Advertising, Sales Promotion and Personal Selling Value Delivery through Distribution Channels	Kotler & Keller 6-8
5	Friday 17 November 1:00-7:00pm	Digital Marketing and the Collaborative Economy Marketing in a Broader Context: Societal Considerations and Marketing Ethics, Course Revision <b>Final test provided.</b>	Kotler & Keller 9-10
	Friday 24 November, 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 for 5 sessions on **Friday afternoons and Saturdays** as noted above beginning Friday 22 September (a total of 30 contact hours). Classes will meet in the Owen G. Glenn Building (City Campus) in **Room 325**.

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, and working on the assessment for this course.

## 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

### Optional 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 readings:

Assigned readings will be advised on CANVAS.

### Other Useful References:

**McDonald, M.H.B., & Christopher, M.** (2003). *Marketing: A Complete Guide*. Basingstoke: Palgrave MacMillan. ISBN 0-333-99437-X. Available from the University Bookshop (UBS), phone 09 377 4755. An older book, but it covers the basics well and there may be second-hand editions available from past participants.

**Bieman, W.** (2010). *Business to Business Marketing*. England: McGraw-Hill Higher Education. A more up-to-date book, and one that emphasizes issues to do with value.

**Kotler, P., and Keller, K.** (2012). *A Framework for Marketing Management*, 5<sup>th</sup> Ed. England: Pearson Education. Philip Kotler is a possibly the best-known writer of Marketing text-books. This one emphasizes Business-to-Consumer marketing.

**Sharp, B.** (2013). *Marketing: Theory, Evidence, Practice*. Victoria, Australia: Oxford University Press. Byron Sharp is a well-known Marketing academic in Australia. While this is an old book, it also emphasizes Business-to-Consumer marketing, and has an Australia-New Zealand focus.

Any book you choose is up to you, in terms of meeting your own personal requirements to be familiar with the basics of marketing. BUSADMIN 772 should not be considered as a course in the basics of marketing.

Most titles are available from the University Bookshop. Many of them are also available in the University Library, which also houses a full range of business journals, periodicals and on-line access to desktop databases. You will need to become familiar with the University's information resources to do well in this course.

Journals and other business publications excerpted in this course book are also highly recommended - particularly *The Economist*, *Bloomberg Businessweek*, *FORTUNE*, *WIRED*, *Harvard Business Review*, *Marketing Magazine (NZ)*, *European Journal of Marketing*, *Journal of Marketing*, *McKinsey Quarterly* (on-line at [Mckinsey.com](http://Mckinsey.com)), *MIT Sloan Management Review*, and *California Management Review* (among others).

## 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	35%	Session 3, 20 October
Group assignment	30%	Session 5, 17 November
Final Take-Home Test	35%	Due 24 November, 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:** Session 3, 17 November, at beginning of class

**Assessment weighting:** 35% 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 of 2 to 3 persons to work on the assignment.
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:** Session 5, November, at beginning of class

**Assessment weighting:** 30% 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.

## Final Take-Home Test: Synthesising the Course

The final take-home test is designed to provide useful revision, and help you synthesise the themes of the course. Questions are in short essay format. Referring to concepts we have covering in the course is required, but formal references are not expected.

The test will contain one required question. In addition you will answer 2 more questions chosen from 4 options.

**Length:** 1000 carefully chosen words for Question 1 plus  
500 words each for Questions 2 & 3: 200 words in total.

**Format:** electronic submission via Canvas

**Due Date:** Friday 24 November, 5:00pm

**Assessment weighting:** 35% of final grade

## Assessment

### (example)

Individual Report: Marketing Assessment	25%
Group Report: Board Paper	25%
Take-Home Test	50%
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Total	100%

Minimum requirement to pass the course: 50% overall aggregated marks. There is no requirement to pass the take-home exam in order to pass the course; however this is expected. Please see note regarding plagiarism in **Cheating and Plagiarism** Section below.

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

Learning	Assignment 1	Assignment 2	Final Exam
1		<b>X</b>	<b>X</b>
2	<b>X</b>	<b>X</b>	<b>X</b>
3		<b>X</b>	<b>X</b>
4	<b>X</b>	<b>X</b>	<b>X</b>
5	<b>X</b>	<b>X</b>	<b>X</b>
6	<b>X</b>	<b>X</b>	<b>X</b>

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Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

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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.

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, family, 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](http://www.business.auckland.ac.nz/thirdpartyassistance)