



## BUSINESS SCHOOL

### Course Outline 2017

### MKTG 201: MARKETING MANAGEMENT (15 POINTS)

#### Semester 2 (1175)

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#### Course Prescription

This course provides an introduction to the fundamentals of marketing management. Basic marketing concepts and elements of marketing practice are applied to marketing activities within New Zealand and the global economy.

#### Programme and Course Advice

Prerequisites: ECON 191 or 101 and MGMT 101, or BUSINESS 102 or 192, and STATS 108 or 191.

Restriction: MKTG 291.

#### Goals of the Course

This course will introduce you to the principles of marketing and, through analyses of real-world marketing issues, will allow you to apply these concepts to address problems and opportunities facing New Zealand marketers, both domestically and internationally.

#### Learning Outcomes

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

1. Understand the importance in business practice of being marketing oriented;
2. Evaluate market conditions and consumer needs when forming marketing strategies;
3. Describe a range of common strategies for use with each of the various marketing mix tools: product, pricing, promotion, and distribution;
4. Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situations; and
5. Use examples from current events and real-world marketing situations to apply, illustrate, and discuss different marketing strategies.

## **Content Outline**

Week 1	Introduction & Marketing Ethics
Week 2	Strategic Marketing
Week 3	Marketing Research
Week 4	Buyer Behaviour
Week 5	Term Test
Week 6	STP and International Marketing
Week 7	Product I
Week 8	Product II
Week 9	Pricing
Week 10	Distribution
Week 11	Promotion I
Week 12	Promotion II and Summary

## **Learning and Teaching**

### Lectures

The paper is delivered via three hours of lectures (i.e. a one-hour lecture **and** a two-hour lecture) each week. The purpose of lectures is to explain marketing concepts, to describe how they are used in organizations, and to provide opportunities for students to apply this knowledge to business situations. As it is impossible to fully discuss all the aspects of a given topic within the lecture time provided, students are required to read the relevant chapters from the prescribed textbook prior to attending each lecture. It is important that students taking this course are able to attend the **Term Test** which will be held in Week 5 during the Friday lecture time.

### Tutorials

There are no scheduled tutorials for this paper. Regular office hours (times and locations announced in lectures and via Canvas) will be held to assist with learning and review.

## **Teaching Staff**

### Course Convener & Lecturer

Dr. Rebecca Dolan	rebecca.dolan@auckland.ac.nz
260-410, Level 4, OGGB	Ph: 9236984

### Lecturer

Dr. Sandra D. Smith	sd.smith@auckland.ac.nz
260-408, Level 4, OGGB	Ph: 9237353

### Professional Teaching Fellow

Ms. Margot Bowker	m.bowker@auckland.ac.nz
260-404, Level 4, OGGB	Ph: 9238103

#### General course administration coordinator

Ms. Christina Huang  
260-431, Level 4, OGGB

christina.huang@auckland.ac.nz  
Ph: 9237479

#### Marketing Subject Librarian

Ms Justene McNeice  
M25, Level M (Gen. Library)

j.mcneice@auckland.ac.nz  
Ph: 9234668

### **Learning Resources**

#### Required text:

Kerin, R. A., Hartley, S. W., & Rudelius, W. (2015). *Marketing 12/e*.  
New York, NY: McGraw-Hill/Irwin.

The textbook is accompanied by an online package, 'Connect' that allows you to access additional online review materials such as quizzes. A registration code for Connect accompanies new textbooks purchased from the University Bookstore. If you purchase a used textbook, you will need to purchase a new code in order to use the Connect package. Students without a text book can choose to purchase access to both Connect and the eBook at the same site. However, please note that you will not require the online package to complete required marked assessments. This course is designed to encourage participation and active learning. To ensure this outcome, you are expected to read the relevant chapters of the required text *prior* to lectures. Any supplementary resources will be provided via the course library page.

#### Lecture Recordings

We will do our best to record lectures each week and these recordings will be uploaded onto Canvas as soon as we receive the Link from ITS. However, sometimes, lecture recordings can and do fail. Recordings should not be viewed as an alternative to attending lectures. This is not a distance-learning paper; i.e. lecture recordings are provided as a revision aid only. If you miss class expecting to rely on a lecture recording, and the lecture recording fails, it will be your responsibility to catch up on what you missed. Please note that we cannot guarantee that the Friday afternoon lecture recording will be posted prior to the following Monday.

#### Course Library Page

In addition to the textbook readings, extra resources may be made available via the course library page.

#### Canvas

Canvas will be used to send students important emails and enable them to view course marks etc. Additional useful material may be posted on Canvas from time to time. Students should check their Canvas email account at least every Monday and Thursday. The home page of this paper on Canvas gives students access to lecture recordings, lecture slides in outline form, revision materials such as quizzes, and other useful materials that will be made available as the need arises.

### Other Resources

The library holds a number of marketing textbooks and business journals that may help students in their studies. Magazines, such as *Marketing Magazine*, will also provide you with relevant up-to-date New Zealand examples of marketing practice.

### **Assessment**

Assessment will consist of **TEN (10) MCQ quizzes**, a **ONE one-hour term test** (to be held in week 5 during the Friday lecture), **ONE two-part Aropa peer-evaluation assignment** (due in week 9 and 10), and a **final two-hour exam** (refer to Student Services Online for the exam schedule). In summary, students will be assessed for this course as follows:

Online quizzes X 10 (Weeks 1-4 and 6-11)	10%
Aropa Peer Evaluation	10%
Term test	20%
Final exam	60%
<b>Total</b>	<b><u>100</u></b>

Learning outcomes	Online quizzes	Peer-evaluation Assignment	Term-test	Final exam
1.	X		X	X
2.	X	X	X	X
3.	X	X		X
4.		X		X
5.		X	X	X

## **DETAILED COURSE INFORMATION**

### **MORE INFORMATION ON LEARNING**

#### **Lectures**

The purpose of lectures is to explain marketing concepts, and to describe how they are used by organisations. A list of lecture topics and a tentative course schedule is provided at the end of this course outline. As it is impossible to fully discuss all the aspects of a given topic within the lecture time provided, students are required to read the relevant chapters from the prescribed textbook prior to attending the lecture. Interactive discussions will be used to apply course material to practical marketing situations. Examples very similar to those discussed in lectures will be included in the tests and the final exam. Students who regularly attend lectures will have a greater understanding of how to tackle such questions in a test and examination context. Students will also sometimes be asked to form pairs or small groups in order to better engage in the interactive learning experience. Lectures may include videos and other materials that will be relevant to the assessment in the course.

#### **Lecture recordings**

When traditional lectures are given, we will do our best to ensure that they are recorded and made available via the course homepage on Canvas as soon as possible after the lecture. However, students are cautioned that:

- Lecture recordings are not meant to be a substitute for attending lectures and students who miss lectures will find themselves at a disadvantage in tests and exams;
- Some lecture content may not be captured by the recordings e.g. student comments or a copyrighted video recording;
- Technology is fallible (i.e. it can FAIL), and we are not responsible, should you miss lectures expecting to rely on a recording, and find that a recording is damaged/not complete/not audible/not available;
- It is possible that we may have one or more guest lecturers who may not agree to their lecture being recorded;
- Lecture recordings are for your individual use related to your enrolment in this paper only. This means two things: a) people that are not currently enrolled in the course are not permitted to access and/or use the recordings; and b) you cannot use the recordings for purposes not related to this paper;
- The lecturer delivering a particular lecture retains the intellectual property rights to the material recorded. Therefore, you cannot make additional copies of recordings to sell or give to other people and, if you include information from a lecture recording in something you write (for purposes other than the tests and exam in this paper), you must reference it appropriately, to avoid being charged with plagiarism. For example, "Dolan, R. (2017), Lecture Recording for MKTG 201, Week 1, accessed on 20.04.17".

- In line with department policy, lecture recordings will be streamed only and will not be downloadable; i.e. you can view them online but will not be able to download them onto your computer. If you do not have broadband access at home, you will have to view the recordings on campus.

### **Inclusive Learning**

Students are urged to discuss (privately) any impairment-related requirements face-to-face and/or in written form with the course convener.

### **Student Feedback**

Course representatives are selected from the enrolled students to help solicit feedback from the class at least once during the semester. Wherever possible, this feedback is used to shape or change the course to better meet students' needs. For example, previous students have indicated that they find copies of power point slides useful, and so the lecturers now make partially complete slides available before each lecture. Students are also given the opportunity to provide feedback via formal evaluations at the end of the semester. This feedback is used (where possible) to improve the course in subsequent semesters.

### **Expectations Regarding Classroom Behaviour**

Please turn your cell phone OFF or to SILENT mode before your lecture commences. In order to provide a good learning environment for all students, cell phone ringing, texting, or excessive personal chatter during scheduled class meetings is considered unacceptable and may cause you to be ejected from lectures and/or tests. Students are expected to express themselves politely to one another and to the teaching team or guest speakers. Although you are welcome to bring drinking water to lectures, please be advised that University Lecture Theatre Management policy does not permit food or beverages to be consumed in lecture theatres or computer labs. Please try to arrive at your lecture theatre before the scheduled class commences, and if you are unavoidably late or have to leave early, please try to minimise the disruption to the class.

### **Communicating with the 201 Teaching Team**

The MKTG 201 Teaching Team consists of your Course Convener and Lecturer Dr. Rebecca Dolan, Lecturer Dr. Sandra Smith, Professional Teaching Fellow Margot Bowker, and the Marketing Department Undergraduate Course Administrator, Ms. Christina Huang. Teaching team office hours will be announced in the first lecture.

Please note:

1. Outside of scheduled office hours, the BEST way to contact the members of the MKTG 201 Teaching Team is via the discussion forums on Canvas. We will check the discussions often, and get back to you as soon as possible.

2. If you need to contact us about an issue that is best communicated by email. In general, queries regarding material covered in lectures should be directed to the lecturer who delivered that particular lecture. Administrative queries (e.g. missed test, enrolment issues etc) should be directed to the undergraduate course administrator, Ms. Christina Huang. If in doubt as to who to send your email to, please send it to the course convener, Dr. Rebecca Dolan (rebecca.dolan@auckland.ac.nz), and she will forward it to the correct person if required. Please do not email-bomb us, i.e. send the same email to every person on the team at once, as this practice may result in a delayed reply while we try to ascertain who should reply to your query.

## **MORE INFORMATION ON ASSESSMENT**

### **Online Quizzes (10%)**

There will be ten (10) online quizzes to be held in weeks 1-4, 6-11.

The quizzes are designed to test your understanding of the relevant reading from each week. Each quiz contains ten (10) multiple choice questions and each of the ten quizzes is worth 1% (total 10%).

Each week's assigned reading (text book chapter/s) should be completed prior to attending the lecture. As such, the deadline for each quiz is 10am, Thursday, of the relevant week. I.e. Week 3 Quiz deadline is 10am, Thursday, Week 3.

We understand that in the first week of the semester there may be late enrollments, so we have allowed until Thursday 10am of Week 3 (10<sup>th</sup> of August) for the first TWO quizzes to be completed. From Week 3 onwards, each quiz will need to be completed within the assigned week. Specific guidelines and instructions will be posted on Canvas and discussed in the lectures.

### **Aropa Peer Evaluation Assignment (10%)**

The peer evaluation assignment will be conducted via Aropa and contains two components:

Part A (5%): A 400-500 word written submission

Deadline: Sunday 8<sup>th</sup> October 11.59PM

Part B (5%): Two (2) peer evaluations of Part A

Deadline: Sunday 15<sup>th</sup> October 11.59PM

Specific guidelines, instructions, and examples will be posted on Canvas and discussed in the lectures.

## Term Test

There will be one term test worth 20%. The test will consist of one compulsory long-answer question, and two short answer questions. The term test will be held in Week 5 during the Friday lecture time. If you miss the term test for an approved, documented reason (e.g. illness documented with medical certificate) you will need to apply for an 'aegrotat and compassionate consideration' (refer to <https://www.auckland.ac.nz/en/for-current-students/cs-academic-information/cs-examination-information/cs-aegrotat-and-compassionate-consideration.html>

in particular refer to the section dealing with written tests). The term test will assess your learning from Weeks 1-4.

## Final exam

The final two-hour exam is worth 60% of your final mark and will consist of essay questions. The exam will test your understanding of marketing concepts and theories in an integrated manner. You will also be required to demonstrate the application of these concepts and theories in business practice. More details of the final exam, will be provided in lectures and on Canvas.

## MARKETING MANAGEMENT 201 – TENTATIVE\* LECTURE PROGRAMME

(\*all information is tentative and changes may be announced in lectures and on Canvas)

W K	Dates	Thursday 10-11am ENG 1439	Friday 2-4pm OGGB 260-092	Reading (text book)	Assessment
1	27 & 28 July	Course Overview	Introduction to Marketing and Marketing Ethics	Ch 1 Ch 4	MCQ Week 1 Quiz (1%)
2	3 & 4 Aug	Strategic Marketing	Strategic Marketing	Ch 2	MCQ Week 2 Quiz (1%)
3	10 & 11 Aug	Marketing Research	Marketing Research	Ch 8	MCQ Week 3 Quiz (1%)
4	17 & 18 Aug	Buyer Behaviour	Buyer Behaviour	Ch 5	MCQ Week 4 Quiz (1%)
5	24 & 25 Aug	No lecture	<b>Term Test (20%)</b>		<b>Term Test (20%)</b>
6	31 Aug & 1 Sep	Segmentation, Targeting & Positioning	International Marketing	Ch 9 Ch 7	MCQ Week 6 Quiz (1%)
<b>Mid-Semester Break</b>					
7	21, 22 Sept	Product I	Product I	Ch 10	MCQ Week 7 Quiz (1%)



8	28, 29 Sept	Product II Branding	Product II Services	Ch 11 Ch 12	MCQ Week 8 Quiz (1%)
9	5,6 Oct	Pricing	Pricing	Ch 13 Ch 14	MCQ Week 9 Quiz (1%) Aropa Part A due 8 <sup>th</sup> Oct
10	12, 13 Oct	Distribution	Distribution	Ch 15 Ch 16	MCQ Week 10 Quiz (1%) Aropa Part B due 15 <sup>th</sup> Oct.
11	19,20 Oct	Promotion I	Promotion I	Ch 17 Ch 18 Ch 20	MCQ Week 11 Quiz (1%)
12	26, 27 Oct	Promotion II	Course Summary	Ch. 21	

### **Message from Student Advice and Advocacy Services**

The University understands that unfortunately, life and studies sometimes do not run as smoothly as you hope. The Student Advice Hub is where you can access AUSA's advocacy, welfare and representation services when things go wrong. We offer free and confidential support to all students, and are independent from the University. Our staff can help you with:

- Academic complaints and study problems
- Debt or funding issues
- Housing and tenancy queries
- Employment issues and much more!

Visit us at the Student Advice Hub in Old Choral Hall rooms G15 or G08. You can also email us at [cityhub@ausa.org.nz](mailto:cityhub@ausa.org.nz) or call us on 09 923 7299/021 272 7026.

## **DEPARTMENT OF MARKETING UNDERGRADUATE PROTOCOL**

We, the Marketing Department, regard our relationship with students as very important. This is why we have written this protocol which describes the key policies and practices that will help you to have a clear understanding of what you can expect from your lecturer and what the lecturer can expect from you. In respect to this, our overriding principles are consistency and fairness in terms of how each student is treated.

### **Communication**

Course-Coordination, Lecturers and Graduate Teaching Assistants will always aim to communicate with you in a timely and efficient manner. The main avenue for providing course information is via lectures. Additionally, the main information related to the course, such as deadlines for your assignments, can be found in the Course Outline. Some Course Outlines are provided electronically via Canvas.

We also use Canvas software to help students keep track of their own progress, e.g. allowing students to check their own marks on the web. Some marketing lecturers may also use Canvas software to:

- ▶ Provide students with unrestricted access to course materials (lecture notes, case studies and reference materials). Students will be able to access these materials anytime and anywhere via the Internet.
- ▶ Keep students informed with changes to the schedule, upcoming events, and opportunities for part time marketing jobs or social events.

Please note that the information posted on Canvas does not fully cover information given in lectures. Therefore, if you miss a class, you should ask other students whether you have missed any important announcements (or materials). It is your responsibility to monitor, read, and keep up to date on all course communications.

The email address listed in Canvas is the address to which your course lecturers will send any important messages and updates. Your current mailing address and other contact details must always be kept up to date on Student Services Online, the University's online enrolment and student administration system. You can update your personal details by logging on to Student Services Online and then clicking on "Update your details".

### **Grading of Assessments**

Students can expect all mid-semester tests and assignments (in courses where these are included) to be graded and returned within two to three weeks (unless otherwise specified by the lecturer). Your grades will be viewable on Canvas as soon as they are available. Always remember to compare your grades on Canvas with the grades that are written on your test or assignments, and report any discrepancies to your lecturer or tutor (if applicable) without delay.

### **Grading Scale**

This is the scale use to undergraduate tests and assignments for Undergraduate courses in the Department of Marketing:

GRADE	DESCRIPTION	%
A+	Outstanding	90-100
A	Excellent	85-89
A-	Approaching Excellence	80-84
B+	Very good, comfortably meeting expectations	75-79
B	Good, meets expectations	70-74
B-	Good, just meets expectations but minor problems	65-69
C+	Adequate, almost meeting expectations but minor problems	60-64
C	Adequate, not quite meeting expectations because of problems	55-59
C-	Just adequate, not quite meeting expectations because of further problems	50-54
D+	Inadequate, further problems and below expectations	45-49
D	Inadequate, well below expectations because of major problems	40-44
D-	Completely inadequate, well below expectations because of major problems	0-39

Please note: The grade ranges are indicative only. Scaling may be applied.

### **Assignments** (applicable only to courses with assignments)

Please note that group and individual assignment weightings (in courses where assignments are included) can NOT be transferred to the final exam/assessment.

When handing in your assignments, please use the appropriate cover sheet, and please use your official name, as is currently used in University records. You will have considerable advance notice about the date that assignments are due. Therefore, you must plan your work to give yourself leeway so unforeseen events such as computer problems or losing an assignment do not prevent you from handing the assignment in on time. Unacceptable reasons for a late assignment also include being overseas or other work or sporting commitments. Acceptable reasons for handing a late assignment might be a

longer period of illness prior to the deadline, unexpected incarceration or bereavement. However, in these circumstances you will be required to provide suitable documentation as evidence (e.g. a certificate from the campus Health Centre), as early as possible, but no later than the assignment due date.

Students will be penalised for handing in assignments after the due date. Below is a list of penalties that can be expected:

- 1 day late 10% off grade achieved by student
- 2 days late 20% off grade achieved by student
- 3 days late 30% off grade achieved by student
- 4 days late 40% off grade achieved by student
- 5 days late 50% off grade achieved by student

Note: Assignments handed in five minutes past the deadline are considered one day late. If an assignment is due in on a Friday, then an assignment submitted on Monday is considered to be three days late. Assignments handed in later than five days after the deadline will not be graded. Although these penalties may seem harsh, their purpose is to prepare you for the expectations your employer will have of you (i.e. planning your time efficiently, and meeting deadlines) while maintaining fair and equitable treatment of all students.

For group assignments, all members of the group will be awarded the same group assignment mark, unless the course coordinator is informed of group issues that may have adversely affected the group work. Such issues must be brought to the attention of the course co-ordinator before the assignment due date.

In group assignments where peer assessment is used, students not contributing equally to the group effort may be penalised. Therefore, students should inform their team mates, and the teaching staff, if they are unable to contribute equitably to the group assignment at any point. Once again, suitable documentation must be given to the course co-ordinator as early as possible, but no later than the assignment due date.

### **Importance of Term Test and the Final Exam**

Term tests provide an opportunity for students to test their individual knowledge under controlled conditions, and also allow students to practice for the final exam. The final exam is an integral part of each paper and accounts for a large percentage of your final grade. Failing the final exam may make it very difficult to pass a paper.

It is the student's responsibility to be aware of the location, time, and date of their semester tests and final exams. Students who miss tests or final exams because of ill health or bereavement reasons may apply for an aegrotat or for compassionate consideration (see the University Calendar/Examination Regulations for the relevant procedures). Be aware that you have to apply

within 7 days after the test/exam.

Note: Acceptable reasons for missing tests/exams include documented illness of yourself or your dependent(s), incarceration and bereavement. Reasons such as going on vacation, sporting or work commitments, or getting the date and/or time of test wrong etc. are not acceptable. If you are disabled or have other difficulties necessitating special accommodation for the test/exam (e.g. a longer test time, or a separate testing room), please advise the Course Coordinator as soon as possible.

### **Class Representatives**

The Marketing Department values the role of class representatives and encourages students to act in this capacity. Students are encouraged to talk to class representatives about the course. Lecturers really appreciate the class representatives' feedback. This channel is used as an opportunity to make improvements to the course. There are two formal class representative meetings during a semester. During these meetings, class representatives have the opportunity to talk to the lecturers and the undergraduate co-ordinator about the overall evaluation of the course, and provide ideas and suggestions.

### **Disputes**

If you have a problem with any Marketing course, first approach your lecturer or course co-ordinator. If you are uncomfortable approaching your course co-ordinator then please contact one of the Marketing Department's undergraduate co-ordinators:

- Dr. Catherine Frethey-Bentham (OGGB, 260-414, phone: 373 7599 Ext. 88830, e-mail: [c.bentham@auckland.ac.nz](mailto:c.bentham@auckland.ac.nz))
- Dr. Rebecca Dolan (OGGB, 260-410, phone: 9236984, e-mail: [rebecca.dolan@auckland.ac.nz](mailto:rebecca.dolan@auckland.ac.nz))

Students who wish to query their final exam and/or final grade must do so through the appropriate channels (for the procedure see the University Calendar/Examination Regulations). You can apply only for a recount (not a remark) of your exam. Please do not contact your lecturers directly because they will not be able to give out any information on final exam marks.

### **COPYRIGHT WARNING NOTICE**

The material for this course is protected by copyright and has been copied by and solely for the educational purposes of the University under licence. You may not sell, alter or further reproduce or distribute any part of this material to any other person. Where material is provided to you in electronic format, you may only print from it for your own private study and research. Failure to comply with the terms of this warning may expose you to legal action for copyright infringement and/or disciplinary action by the University.

## **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.

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

