

**Course Outline 2017**  
**MKTG 151G: ESSENTIAL MARKETING (15 POINTS)**  
**Semester 1 (1173)**

---

**Course Prescription**

Marketing is an integral part of today's business world. Essential Marketing is designed for non-business students and provides an inside view of the world of marketing. We explore basic marketing principles and examine contemporary business issues related to marketing theory and practice.

**Programme and Course Advice**

Prerequisites: There are no prerequisites to this paper.

**Goals of the Course**

This course aims to provide students with a sound knowledge and understanding of important aspects of entrepreneurial marketing and marketing practice, and to stimulate critical thinking and curiosity about the place of business and society. Exposing students from different disciplines to marketing aims to supplement, extend and reinforce the knowledge, attributes and skills gained within other specialised and technical fields, positively adding to decision-making skills in the future.

**Learning Outcomes**

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

1. Recognise key attributes of fundamental marketing concepts and theories;
2. Identify the characteristics of responsible and sustainable marketing practice;
3. Integrate and apply the fundamental principles of marketing management (i.e. buyer and market insight, value proposition development);
4. Design a coherent entrepreneurial marketing proposal
5. Reflect on the processes and challenges entailed in working in diverse teams, with respect to team performance in general, and their own teamwork style in particular.

**Content Outline TBC**

Week 1	Introduction & course overview
Week 2	The marketing environment, society and sustainability
Week 3	Buyer insight - consumers
Week 4	Buyer insight - businesses
Week 5	Creating value – segmentation, targeting & positioning
Week 6	<b>TERMS TEST WED 12 APRIL DURING CLASS</b>
Week 7	Creating value – innovating the value proposition
Week 8	Delivering value – omni-channel marketing, digital marketing & retailing
Week 9	Capturing value - pricing, margins & profit
Week 10	Communicating value - selling & sales forecasting
Week 11	Communicating value – advertising, PR and sales promotion
Week 12	Summary & exam review

**Learning and Teaching**

The course covers both traditional (large firm) and entrepreneurial (small-medium size or SME firm) marketing. To provide students with an opportunity to engage with both the theory and the practice of marketing, the course project supports those who wish to engage with the VELOCITY business entrepreneurship programme.

Canvas, our **on-line platform** supports class discussion. Questions, tweets, and comments will attract rapid response from your colleagues and the teaching team.

**Lectures:**     *Wednesday 11-1pm (lecture & workshop – OGGB F&P auditorium 260-015)*  
                      *Friday 11-12pm (lecture – 260-098)*

The lecture engages students with fundamental and emerging marketing ideas, supporting development of the course project, a basic marketing proposal.

The course project applies the content. Working both individually and in teams of 5-6, students will develop a proposal for a new product or service. The proposal is both the major course assignment and the basis for an entry into the [VELOCITY \\$1000 Innovation Challenge](#) (optional).

Video clips, supporting cases, and guest speakers supplement lectures.

A series of workshops support the project and your personal development:

<b>Workshop</b>	<b>Indicative activities (TBC)</b>
Week 1	Guest speaker: Marketing in action
Week 2	Using Connect, working in teams
Week 3	Empathy interviews
Week 4	Value proposition exercise
Week 5	Perceptual mapping exercise
Week 6	No workshop (terms test)
Week 7	Brainstorming exercise
Week 8	Guest speaker: Omni-channel & digital marketing
Week 9	Pricing exercise
Week 10	Sales forecasting exercise
Week 11	Guest speaker: Inside the world of advertising
Week 12	Exam review

Students are required to attend at the designated times. This course is taught only at the city campus.

Office hours will be held to assist your learning. Times and locations will be announced in lectures and via Canvas.

#### Student Feedback

Three course representatives will be elected to solicit student feedback during the semester. Wherever possible, this feedback will be used to fine tune the course to better support learning. 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.

## Teaching Staff

### Course Coordinator & lecturer:

Dr. Vicki Little [v.little@auckland.ac.nz](mailto:v.little@auckland.ac.nz)  
260-406, Level 4, OGGB DDI 64 9 923 3412  
Office Hours: TBA

### Lecturer:

Professor Rod Brodie [r.brodie@auckland.ac.nz](mailto:r.brodie@auckland.ac.nz)  
260-409, Level 4, OGGB DDI 64 9 923 7523  
Office Hours: TBA

### Graduate Teaching Assistant:

TBA  
Office Hours: TBA

### General course administration coordinator:

Ms. Christina Huang [christina.huang@auckland.ac.nz](mailto:christina.huang@auckland.ac.nz)  
260-431, Level 4, OGGB DDI 64 9 923 7479

## Learning Resources

### Required text:

Grewal, D., & Levy, M. (2017). *M:Marketing* 5<sup>th</sup> Ed. New York: McGraw-Hill/Irwin

This course is designed to encourage participation and active learning. You are expected to read the relevant chapters of the required text *prior* to lectures. The text is packaged with 'Connect', and Learnsmart, an interactive on-line learning tool that will help you make the most of your study time.

### Lecture Recordings

Lectures will be recorded and made available via Canvas.

NB1: Recordings are a study aid, and should be viewed as a support rather than a substitute for attending lectures.

NB2: Technology can and does fail.

### Course Library Page

Extra resources can be found on the course library page:

<http://coursepages.library.auckland.ac.nz/mktg/151/>

### Canvas

Canvas will be used to send important course announcements and enable students to view and check assignment marks. Additional useful material may be posted on Canvas from time to time. Students should check their university email account regularly. The home page of this paper on Canvas gives you access to the course website and to any lecture recordings and other materials that are available.

### Other Resources

The library holds marketing textbooks and business journals that may help you in your studies. Magazines, such as Marketing Magazine, and National Business Review will also provide you with relevant up-to-date New Zealand examples of marketing practice.

## Assessment

Terms test (MCQ)	20%
Team exercises*	15%
Team project*	15%
Final exam (MCQ)	50%
TOTAL	<hr/> 100%

Learning Outcome	Terms test	Team project*	Final Exam
1	X	X	X
2	X	X	X
3		X	
4		X	

\* Grades for team deliverables are peer assessed to ensure fair ascription of grades based on quantity and quality of individual input. The opportunity to vote for 'Most Valuable Player' will also be provided.

## Inclusive Learning

Students are urged to discuss privately any impairment-related requirements with the course coordinator – we are motivated to help you maximise your learning experience.

## Student Feedback

Three course representatives will be elected to solicit student feedback during the semester. Wherever possible, this feedback will be used to fine tune the course to better support learning. 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.

## 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.

## DETAILED COURSE INFORMATION

### MORE INFORMATION ON LEARNING

#### Lectures

Why come? Because we explain and apply marketing ideas to everyday and business life i.e. bring the material to life for you. We'll do our best to keep our time together interactive and lively. We'll use videos and guest speakers where possible and include lots of current examples from real world business practice. These examples will be relevant to **the test and final exam**. In our experience, people who attend lectures and read material timely achieve better results than those who do not.

Why prepare? As we only have a short time together, we are going to assume you are familiar with the basic ideas – that way we can explore those ideas in class and help you fully understand them. That's why it's important to at least skim the readings beforehand before class on Wednesday and Friday – otherwise you'll be left behind.

The second hour on Wednesday is for guest speakers and team workshops, giving you the opportunity to apply your 'Essential Marketing' skills and knowledge. Each team deliverable builds towards the final team project hand-in.

#### Lecture recordings

Lectures will be recorded and available via our Canvas course homepages ASAP after the lecture.

However, **please be warned:**

- Recordings are a **poor substitute** for a live learning experience;
- You may **miss out** on student comments or a copyrighted video recording or a guest speaker who is not happy to be recorded;
- **Technology can FAIL** – if you are relying on a recording, and it is lost/ damaged/ incomplete/ poor quality you have our sympathies but what is gone, is gone;
- Lecture recordings are **not downloadable**; i.e. you can view them online but not download them onto your computer. If you do not have broadband access at home, you can view the recordings on campus.
- Official warnings:
  - Lecture recordings are for your individual use for this paper only i.e.
    - Those who are not currently enrolled in the course are not permitted to access and/or use the recordings; and
    - You cannot use the recordings for purposes not related to this paper.
  - Lecturers own the intellectual property rights to their material i.e.
    - You cannot sell or give copies of the recordings 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. E.g. "Brodie, R. (2017), Lecture Recording for MKTG 151G, Week 6, accessed on 20.05.17".

## Our Expectations of In-class Behaviour

Please turn your devices OFF or to SILENT mode. Disturbing the learning experience of others through ringing phones, texting, or excessive personal chatter is unacceptable and we may regretfully be forced to eject you from lectures and/or tests.

We expect a professional standard of interaction i.e. courteous and respectful.

You are welcome to bring drinking water to lectures, however University Lecture Theatre Management policy does not permit food or other beverages in lecture theatres or computer labs (makes a mess and attracts vermin).

Please arrive timely. If you are unavoidably late or have to leave early, please minimise the disruption to others.

## Communicating with the MKTG 151G Teaching Team

- Dr. Vicki Little (lecturer and course coordinator)
- Professor Rod Brodie (lecturer)
- Teaching assistants: TBA
- Undergraduate course administrator, Ms Christina Huang
- **Office hours** – we're here for you, please come and see us - it's nice to talk outside lectures.
  - Lecturer office hours will be announced in the first lecture.
- **General questions about the course or course content** – please use *Piazza* unless it's a matter of a personal nature. The discussion on Piazza will usually be in 'on-line time' – we do our best to respond timely during business hours.
- **Matters of a personal nature** – please use email we'll respond within 24 hours if humanly possible, or come and see us.
- **Administrative queries** (e.g. missed test, enrolment issues etc) - undergraduate course administrator, Ms Christina Huang.
- **If in doubt** - please ask the course coordinator, Dr. Vicki Little.
- **How to ask** – if emailing, please include your name and the course (we all teach multiple courses – it can get confusing), and include a contact telephone number if your query is complicated or urgent.
- **If it's really urgent and important or sensitive – come in person.**

## MORE INFORMATION ON ASSESSMENT

### Terms test (20%)

60 minutes, **Wednesday 12 April IN CLASS**. The test is designed to give you an indication of how you will perform in the exam. The test will cover ALL material from weeks 1-5 – all lecture material, workshop material and textbook chapters. You will need to review relevant lecture notes, textbook chapters and any additional material as advised. The test will feature 40 multi-choice questions, similar to the Connect examples given with your text book. Further details will be provided in class.

### Course project (30% - 15% team workshop hand-ins, 15% team summary)

The project requires you to apply your new marketing knowledge. In this authentic scenario, you will develop a value-creating idea for a new product or service. The first part is identifying an opportunity (i.e. a target market, and a pain point or unmet need). The second part is providing a solution (i.e. developing a product or service that will alleviate the pain point or meet the need).

In each part, you will work in class with your team completing elements of the project (best 5 of 6@3%). Finally, you will write up the project for final submission (15%). The project is designed to identify marketing opportunities, then to develop a suitable solution to take advantage of that opportunity.

We strongly encourage you to submit your ideas to the Velocity Innovation Challenge - **\$1000 for 1000 words** – as individuals and/or in your teams – there is no limit to the number of entries. We are delighted to help you fine tune those ideas so that you have the best possible chance of winning. 151G students have won in both 2015 and 2016 – there is every chance that you will too!

All team tasks must be submitted through the link in Canvas. Further details will be provided in lectures and on Canvas.

### **Final exam (50%)**

The final exam is two hours long, and comprises 80 multiple choice questions, as per the terms test. More details and support will be provided in lectures and on Canvas.

## 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 Tutors will always aim to communicate with you in a timely and efficient manner. The main venue where the course information will be provided are lectures and tutorials. Additionally, the main information related to the course, such as deadlines for your assignments, can be found in the Course Outline. Some Course Outlines may be provided electronically while others are available in hardcopy.

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 you have listed in Canvas must be one that you use and check most frequently. This 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

This is the distribution that students are graded on 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 scales are indicative only. Scaling may be applied.



## **Assignments**

Please note that group and individual assignment weightings 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.

## **Grading of Assessments**

Students can expect all mid-semester tests and assignments to be graded and returned in tutorials within two weeks (unless otherwise specified by 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 without delay.

## **Importance of Mid-Semester Tests and the Final Exam**

Mid-semester 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 mid-semester tests and final exams. Students who miss mid-semester 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 the Marketing Department's undergraduate co-ordinators:

- Dr Catherine Frethey-Bentham (OGGB, level 4, phone: 373 7599 Ext. 88830, e-mail: [c.bentham@auckland.ac.nz](mailto:c.bentham@auckland.ac.nz))  
or
- Dr Charlotta Windahl (OGGB, level 4, phone: 373 7599 Ext. 86301, e-mail: [c.windahl@auckland.ac.nz](mailto:c.windahl@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.

### **Attachment:**

#### **COPYRIGHT WARNING NOTICE**

This material 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 course pack/material to any other person. Where 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<sup>©</sup>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<sup>©</sup>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.