

Course Outline 2012

MKTG 151G: ESSENTIAL MARKETING (15 POINTS) SCHEDULE C: BUSINESS & SOCIETY

Semester 1 (1123)

Course Prescription

Marketing is an integral part of our modern 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 issues relevant to our changing world. Its emphasis is based on creating customer value and satisfaction through the understanding of these principles 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 some important aspects of marketing and marketing practice to stimulate critical thinking and curiosity. Exposing students from different disciplines to marketing will supplement, extend and reinforce the knowledge, attributes and skills they have gained within their specialised fields, and will positively add to their decision-making skills in the future.

Learning Outcomes

Following successful completion of the course, students will have:

1. Discussed marketing and the marketing process;
2. Considered marketing in relation to societal issues
3. Obtained a general understanding of consumer behaviour;
4. Explored the fundamentals of marketing research;
5. Investigated how marketing strategies are formulated and implemented;
6. Gained a broad understanding of positioning strategy;
7. Studied branding and how it affects companies and consumers; and
8. Understood how various marketing elements come together

Content Outline

Week 1	Overview of Marketing and the Marketing Environment
Week 2	Marketing and Society
Week 3	Consumer Behaviour
Week 4	Marketing Research
Week 5	Marketing Strategy
Week 6	Term Test 1
Week 7	Value Creation: Product
Week 8	Value Capture: Price
Week 9	Value Delivery: Place
Week 10	Value Communication: Promotion
Week 11	Term Test 2
Week 12	Integration and Application

Learning and Teaching

The course delivery will be a **two-hour lecture** held each **Wednesday from 1-3pm** and a **one-hour lecture** on **Thursdays from 11am-12pm** (refer to Student Services Online for room confirmation). I will employ videos/DVDs and supporting cases along

with guest lecturers to supplement the lectures. My aim is to be interactive, building on theories and concepts found in your text readings. Students are required to attend the designated lecture and workshop times. Please note, there will be no tutorials. This course is taught only at the city campus.

Teaching Staff

Course Coordinator:

Dr. Sandy Smith
Rm 408, OGG Bldg,
Office Hours:

sd.smith@auckland.ac.nz
Ph 373 7599, x 87353
TBA

General course administration coordinator:

Ms. Yanan Linda Liu
Rm 437, OGG Bldg,

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Learning Resources

Required Text:

Levens, M. (2012). *Marketing 2e: Defined, Explained, Applied (2nd Edition)*. New Jersey, USA: Pearson Education/Prentice Hall.

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. Where necessary, supplementary readings may also be supplied.

Lecture Recordings

Lectures will be recorded each week and these recordings will be uploaded onto Cecil (www.mycecil.info) by the end of each week. Please note that recordings should not be viewed as an alternative to attending lectures. Lecture recordings are provided as a study aid only.

Assessment

Assessment will consist of **two one-hour term tests (weeks 6 and 11)**, and a **final two-hour exam** (refer to Student Services Online for the exam schedule). Students will be assessed for this course as follows:

Term Test 1	25%
Term Test 2	25%
Final Exam	50%
	100%

Learning Outcomes	Term Test 1	Term Test 2	Exam
1.	X	X	X
2.	X		X
3.	X		X
4.	X		X
5.	X	X	X
6.		X	X
7.	X	X	X
8.		X	X

Course Schedule

Week	Wednesday 1-3	Thursday 11-12	Topic	Text Chapters Levens (2012)
1	29/2 Lecture	1/3 Lecture	Overview of marketing and the marketing environment	1, 2 & 3
2	7/3 Lecture	8/3 Lecture	Marketing and Society	4 & 5
3	14/3 Lecture	15/3 Lecture	Consumer Behaviour	6, 7 & 9
4	21/3 Lecture	22/3 Lecture	Marketing Research	8
5	28/3 Lecture	29/3 Lecture	Marketing Strategy Test Review	10 & 11
6	4/4 TERM TEST 1	5/4 No Lecture	<i>(Covers material from Weeks 1-5)</i>	
Mid-semester Break (6/4 – 22/4)				
7	25/4 ANZAC DAY	26/4 Lecture	Value Creation: Product	9 & 12
8	2/5 Lecture	3/5 Lecture	Value Capture: Price	13
9	9/5 Lecture	10/5 Lecture	Value Delivery: Place	14 & 15
10	16/5 Lecture	17/5 Lecture	Value Communication: Promotion Test Review	16 & 17
11	23/5 TERM TEST 2	24/5 No Lecture	<i>(Covers material from Weeks 7-10)</i>	
12	30/5 Lecture	31/6 Lecture	Integration and Application Exam Review	18 & 19



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-Coordinator, 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 Cecil 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 Cecil 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 Cecil 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 Cecil 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 Cecil as soon as they are available. Always remember to compare your grades on Cecil 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: Sandy Smith (Rm. 408 OGGB, e-mail: sd.smith@auckland.ac.nz) or Bodo Lang (Rm. 411 OGGB, e-mail: b.lang@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.

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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/

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

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

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 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.