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 for this paper.

Goals of the Course
This course aims to provide students with a sound knowledge and understanding of important aspects of marketing practice. It will also stimulate critical thinking and curiosity about the place of marketing in business and society. Exposing students from different disciplines to marketing aims to supplement and extend knowledge and experience gained from other specialised and technical fields, thus, 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. Understand the importance for businesses of being marketing oriented and focussed on the evaluation of consumer needs when developing marketing strategies;
4. Integrate and apply the fundamental principles of marketing management (i.e. consumer insights and marketing research, value proposition development, the marketing mix); and
5. Develop skills for effectively evaluating real-world marketing situations and marketing strategies by using examples from current scenarios
Content Outline

Week 1  Introduction & course overview
Week 2  Marketing environment, society and sustainability, the marketing plan
Week 3  Consumer Behaviour
Week 4  Buyer Behaviour, Global Marketing
Week 5  TERM TEST DURING CLASS
Week 6  Marketing Research and Analytics
Week 7  Segmentation, targeting and positioning
Week 8  Creating value – The value proposition, product, branding & innovation
Week 9  Capturing value - pricing, margins & profit
Week 10  Delivering value – omni-channel marketing & retailing
Week 11  Communicating value – advertising, PR, sales promotion & personal selling
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 provides practical examples, individual workshop activities and guest speakers. Canvas, our on-line platform supports class discussion through Piazza. Questions and comments will attract rapid responses from your colleagues and the teaching team.

Lectures:  (lecture & workshop – Thursday 1-3pm GLib B28 room109-B28)
            (lecture Friday 12-1pm room OGGB 260-098)

The paper is delivered via three hours of lectures/workshops each week (i.e. a two-hour lecture/workshop and a one-hour lecture). The purpose of the lectures is to engage students with marketing theories and concepts, and illustrate how they are applied in business situations. Real world examples support learning via video clips and relevant case studies. A series of workshops support the course content and personal development.

Students are required to read the relevant chapters from the prescribed textbook prior to attending each lecture to gain familiarity with the content. 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.

Teaching Staff

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.

Course Coordinator & Lecturer:
Dr Jenny Young   jenny.young@auckland.ac.nz
260-420, Level 4, OGGB
Office Hours:    TBA
Learning Resources

Required text:

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 and complete the 10 weekly mini-quizzes. The textbook is accompanied by an online package, ‘Connect’. It contains additional online review materials such as quizzes to aid learning. 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. Any supplementary resources will be provided via the course library page.

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 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

| Mini quizzes x 10 (MCQ) | 10% |
| Peer Review Assignment (Aropa) | 10% |
| Term Test (Short Answer) | 20% |
| Final exam | 60% |

TOTAL 100%

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<tr>
<th>Learning Outcome</th>
<th>Mini Quizzes</th>
<th>Terms test</th>
<th>Peer Review Assignment</th>
<th>Final Exam</th>
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Inclusive Learning
Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with any member of the teaching team.

If University or non-university matters are getting on top of you, please contact the University Health and Counselling Services. Every problem has a solution and sharing your concerns will help you work through them.

You can contact them on 923 7681 to make an appointment or see more information at: https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html

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.
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 in a timely fashion 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 further 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 classes – otherwise you’ll be left behind.

The second hour on Thursday is for guest speakers and workshops, giving you the opportunity to apply your ‘Essential Marketing’ skills and knowledge. There will sometimes be the opportunity to work in teams and gain related team building skills, but this teamwork will NOT be assessed.

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. (2018), Lecture Recording for MKTG 151G, Week 8, accessed on 11.05.18”.

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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).

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

Communicating with the MKTG 151G Teaching Team

- Dr Jenny Young (Course coordinator and Lecturer)
- Professor Rod Brodie (Lecturer)
- Teaching assistants: TBA

- **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** contact the Department of Marketing Group Services Administrator (marketing.admin@auckland.ac.nz)

- **If in doubt** - please ask the Course Coordinator, Dr Jenny Young.

- **How to ask** – if emailing, please include your name, student ID number 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

Students will be assessed on this course as follows:

**Weekly On-line Mini quizzes (10%)**

Ten (10) online quizzes will be available in weeks 1-4 and 6-11 via Canvas. These are designed to encourage students to engage with the course content before attending the lectures, and to test understanding of content. Each quiz (worth 1%) will contain ten multiple choice questions from the assigned textbook chapter/s. **The tests will be open from Friday 5pm of the week prior, until the Thursday 12 noon deadline each week, with the exception of week 1 and 2.** Due to the possibility of late enrolments, the first two quizzes will be open until **Wednesday (14th March) 12 noon week 3.** From Week 3 onwards, each quiz will need to be completed in the assigned week. You will be permitted to have TWO attempts at the test, and your highest score will be taken. Specific guidelines and instructions will be posted on Canvas and discussed in the lectures.

**Term test (20%) 60 minutes**

**Week 5, Thursday 29th March, IN CLASS.** The test will cover ALL material from weeks 1-4 including 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 two compulsory short-answer essay-style questions. 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:


**Peer Review Assessment (Aropa) (10%)**

**TWO PARTS each worth 5%:**

**(Part A, Summary, due Week 9) (Part B, Peer Evaluations (x2), due Week 10)**

This assessment requires you to apply your new marketing knowledge, and to also develop your critical thinking skills. The peer evaluation assignment will be conducted via Aropa. Aropa is a web-based tool that supports peer review of assignments, and is used by students to provide formative and/or summative feedback to each other. The assessment contains two components:

- **Part A (5%)**: A 400-500 word written summary of a current marketing situation using a relevant theory. **Deadline: Week 9 Sunday 13th May 11.55pm**

- **Part B (5%)**: Two (2) peer evaluations of other students’ summaries from Part A using a rubric. The evaluations are anonymous. **Deadline: Week 10 Sunday 20th May 11.55pm**

Please note: Your summaries and one of your (randomly selected) peer evaluations will be marked by the course teaching staff, and these marks will comprise the 10% for this assessment. Specific guidelines, instructions, and examples will be posted on Canvas and discussed in the lectures.
Final exam (60%)

The final exam is two hours long and is designed to test your knowledge of key marketing concepts and their application. More details and support will be provided in lectures and on Canvas. (Please refer to Student Services Online for the exam schedule)

If you need to apply for an aegrotat or compassionate consideration for the final exam for an approved, documented reason (e.g. illness documented with medical certificate), refer to: https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html

Proposed Weekly Content Outline
(Please note: The outline is tentative, and changes may be announced in lectures and on Canvas)

<table>
<thead>
<tr>
<th>WK</th>
<th>Dates</th>
<th>Topic</th>
<th>Learning Activities*</th>
<th>Textbook Reading</th>
<th>Assessment</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1 &amp; 2 Mar</td>
<td>Introduction &amp; course overview</td>
<td>Introduction to Connect Resources</td>
<td>Chapt 1</td>
<td>Mini quiz (1%)</td>
</tr>
<tr>
<td>2</td>
<td>8 &amp; 9 Mar</td>
<td>The marketing environment, society and sustainability, the marketing plan</td>
<td>Guest Speaker</td>
<td>Chapt 2 (pp21-35) Chapt 4</td>
<td>Mini quiz (1%)</td>
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<td>3</td>
<td>15 &amp; 16 Mar</td>
<td>Consumer behaviour</td>
<td>Workshop Exercise</td>
<td>Chapt 5 Chapt 6</td>
<td>Mini quiz (1%)</td>
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<tr>
<td>4</td>
<td>22 &amp; 23 Mar</td>
<td>Buyer behaviour- Global marketing</td>
<td>Workshop Exercise</td>
<td>Chapt 7 Chapt 8</td>
<td>Mini quiz (1%)</td>
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<tr>
<td>5</td>
<td>29 Mar</td>
<td>TERMS TEST DURING CLASS</td>
<td>No Lecture</td>
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<td>Terms Test (20%)</td>
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<td></td>
<td>30 Mar to 14 Apr</td>
<td>Mid- Semester</td>
<td>Break / Easter</td>
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<td>6</td>
<td>19 &amp; 20 Apr</td>
<td>Marketing research, Analytics</td>
<td>Workshop- Interviews Questionnaire Design</td>
<td>Chapt 10 Chapt 2 (pp36-39)</td>
<td>Mini quiz (1%)</td>
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<tr>
<td>7</td>
<td>26 &amp; 27 Apr</td>
<td>Segmentation, targeting and positioning</td>
<td>Perceptual Mapping Exercise</td>
<td>Chapt 9</td>
<td>Mini quiz (1%)</td>
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<tr>
<td>8</td>
<td>3 &amp; 4 May</td>
<td>Creating value – value proposition, product, branding, innovation</td>
<td>Value Proposition Exercise</td>
<td>Chapt 11 Chapt 12 Chapt 13</td>
<td>Mini quiz (1%)</td>
</tr>
<tr>
<td>9</td>
<td>10 &amp; 11 May</td>
<td>Capturing value- pricing, margins and profit</td>
<td>Pricing Exercise</td>
<td>Chapt 14</td>
<td>Mini quiz (1%) Assignment Pt 1 (5%)</td>
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<tr>
<td>10</td>
<td>17 &amp; 18 May</td>
<td>Delivering value- omni-channel marketing and retailing</td>
<td>Guest Speaker</td>
<td>Chapt 15 Chapt 16</td>
<td>Mini quiz (1%) Assignment Pt 2 (5%)</td>
</tr>
<tr>
<td>11</td>
<td>24 &amp; 25 May</td>
<td>Communicating value – advertising, PR sales promotion, personal selling</td>
<td>Workshop Exercise-Advertising</td>
<td>Chapt 17 Chapt 18 Chapt 19</td>
<td>Mini quiz (1%)</td>
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<tr>
<td>12</td>
<td>31 May &amp; 1 Jun</td>
<td>Summary &amp; exam review</td>
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* To be confirmed

Please refer to the Department of Marketing Undergraduate Protocol in Canvas for further information regarding Department polices.