Course Outline 2018
MKTG 701: ADVANCED MARKETING 1 (15 POINTS)

Semester 1 (1183)

Course Prescription
This is the foundational postgraduate course in marketing. It provides an introduction to marketing philosophy, theory, and contemporary practice. There is an emphasis on developing the critical thinking and analytical skills necessary to undertake postgraduate and applied management research that bridges the theory-practice divide.

Goals of the Course
The course is intended to allow you to explore, evaluate, criticise and contribute to the field of marketing, drawing on theory and practice. You are required to prepare yourself in advance for each session, so that you are able to critically discuss and evaluate the various journal articles and other readings and discuss the implications to marketing practice. It is suggested that for each reading you identify the objectives, summarise the message, and determine the academic and practical relevance to the topic being studied. It is a good idea to build an electronic file of everything you read with short summary notes. You will be given online sources to explore the relevance of the academic articles.

Learning Outcomes
By the end of this course, it is expected that the student will be able to:
1. Develop the critical and analytical skills required to undertake academic and applied management research;
2. Develop in-depth research knowledge in particular areas of marketing with a specific focus on the value creation and service and relationship marketing and other contemporary developments;
3. Integrate basic contextual frameworks for the study of contemporary marketing;
4. Understand the implications of a service perspective;
5. Understand the role of customer engagement;
6. Understand the nature of service innovation and shaping markets;
7. Understand the role of business models; and
8. Understand the nature of design practice.

Content Outline
Module 1: (Rod Brodie)
Theory and Practice of Contemporary Marketing
- Nature and Scope of Marketing
- Changing Role of Marketing
- A Service Perspective
- Theory and Marketing Practice
- Customer Engagement and Market Innovation

Module 2: (Charlotta Windahl)
Innovation and market (service) perspectives:
- Market shaping
- Business models
- Design Practice
Learning and Teaching
The meetings are once a week lasting between 2 & 3 hours.

Teaching Staff
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Learning Resources
The course is largely based on journal articles and other readings. Readings for the first 6 weeks (Module 1) are indicated later in this outline. Readings for the second 6 weeks (Module 2) will be provided at the beginning of Module 2. Links to the online articles will be provided on the MKTG 701 Course Resource Page. Students will be encouraged to read beyond the specified readings and take advantage of the world class electronic library facilities available at UABS.

Assessment

Module 1
Article Summary (5%, 2 pages 12pt 1.5): Due end of Week 3
Your article summary should use the following headings: Objectives, Messages, Relevance and Contribution (academic and practical)

Group Assignment (25% 10 pages plus appendices 12pt 1.5): Due end of Week 6. Choose a business that you are interested in and undertake an online search to investigate the prevalence of S-D logic marketing practices. Examine the strategic position of the business and the opportunities for the business to develop in the next decade using an S-D logic perspective.

Module 2
Summative Learning Journal (30%)
In the second part of the course, you will write and peer review weekly learning journals (reflection on, and summaries, of readings), in your summative learning journal you will draw on material from these weekly learning journals.

Final Exam (40%)
Includes questions from both Modules

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