Course Outline 2019
MKTG 702: ADVANCED MARKETING 2 (15 POINTS)
Semester 2 (1195)

Course prescription
An advanced study of marketing theory relating to contemporary issues. Emphasis is on providing students with in-depth knowledge of key topics and asking them to critically evaluate the field. Examples of topics covered include branding; customer relationship management (CRM); marketing strategy, and corporate social responsibility and sustainability.

Course advice
Admission to the Marketing postgraduate programmes requires BCom Hons. (Exchange students with high grades in a marketing strategy course may also be eligible).

Goals of the course
The goal of the course is to examine current topics in Branding, Marketing Strategy and Social Responsibility and CRM. Customers, Companies and other Stakeholders are facing an increasingly dynamic and interactive business environment which is posing challenges for branding and marketing strategy. Diverse issues are being faced such as digital transformation, consequences of climate change, the introduction of new regulations and instruments, changes in social expectations and values, and consumer’s reactions to corporate behaviours and ethics. The course examines how these issues impact on, or are impacted by, marketing practice, consumers’ response, and academic “thought”. By examining various points of view, students will gain a better understanding of the evolving role of marketing within companies and society.
## Learning outcomes (LO)

<table>
<thead>
<tr>
<th>#</th>
<th>Learning outcome</th>
<th>Graduate profile capability*</th>
</tr>
</thead>
</table>
| LO1 | In-depth understanding of range of contemporary issues facing marketing academics, practitioners and consumers within the realm of marketing strategy, branding, customer relationship management, and social responsibility and/or sustainability.                                                                                           | 1. Disciplinary knowledge and practice  
2. Critical thinking  
6. Social and environmental responsibilities                                                                                                                                                                         |
| LO2 | Ability to analyse research on branding, customer relationship management, and marketing’s impact on society and organisational and societal approaches to social responsibility and sustainability.                                                                                                           | 1. Disciplinary knowledge and practice  
2. Critical thinking                                                                                                                                                                                                                                         |
| LO3 | Proficiency in applying selected concepts, principles and frameworks of the course in chosen contexts                                                                                                                                                                                                                                                   | 2. Critical thinking  
3. Solution seeking                                                                                                                                                                                                                                         |
| LO4 | Enhanced skills in defending opinions academically.                                                                                                                                                                                                                                                                                                      | 4a. Communication (Oral)  
4b. Communication (Written)  
5a. Independence                                                                                                                                                                                                                                         |
| LO5 | Extended personal boundaries on the future role of marketing                                                                                                                                                                                                                                                                                           | 5b. Integrity  
6. Social and environmental responsibilities                                                                                                                                                                                                                                         |
| LO6 | Ability to communicate complex ideas in an engaging manner                                                                                                                                                                                                                                                                                           | 4a. Communication (Oral) and engagement                                                                                                                                                                                                                                     |

* See the graduate profile this course belongs to at the end of this course outline.
<table>
<thead>
<tr>
<th>Week / Module</th>
<th>Topic</th>
<th>Relevant learning resources/activities</th>
<th>Assessment due this period</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module 1: Contemporary Branding Research</strong></td>
<td>Please see readings below and on Canvas</td>
<td></td>
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</tr>
<tr>
<td>1</td>
<td>Branding Theory</td>
<td></td>
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<tr>
<td>2</td>
<td>Brand Equity and Co-branding</td>
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<tr>
<td>3</td>
<td>Branding in Online Environments</td>
<td></td>
<td>Group Article* Review (Module 1)</td>
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<tr>
<td>4</td>
<td>Brand Authenticity and Counterfeiting</td>
<td></td>
<td>Group Article* Review (Module 1)</td>
</tr>
<tr>
<td><strong>Module 2: Managing Customer Experiences</strong></td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td>Mapping the Customer’s Journey</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Rise of the Robots</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Managing customer-firm relationships online</td>
<td></td>
<td>Group Article* Review (Module 2)</td>
</tr>
<tr>
<td>4</td>
<td>Loyalty Programmes</td>
<td></td>
<td>Group Article* Review (Module 2)</td>
</tr>
<tr>
<td><strong>Module 3: Marketing Strategy and Social Responsibility</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction: Social responsibility (SR), Ethics and Business/Marketing</td>
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<td></td>
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<tr>
<td>2</td>
<td>Incorporating SR into Marketing Strategy</td>
<td></td>
<td>Group Article* Review (Module 3)</td>
</tr>
<tr>
<td>3</td>
<td>Consumer and Stakeholders Orientation in SR Marketing Strategies</td>
<td></td>
<td>Group Article* Review (Module 3)</td>
</tr>
<tr>
<td>4</td>
<td>Towards New ‘Marketing Practice’: Social Entrepreneurship &amp; Business Models</td>
<td></td>
<td>Essay Due Week 12</td>
</tr>
</tbody>
</table>

* Group Article Review Papers will be allocated to groups at the start of each module
Learning and teaching

Thursday from 11am-2pm in room 260-319.

The course runs for twelve weeks. Classes will meet for two to three hours each week. Although your lecturers will provide an overview of topics, the course will primarily be based on assigned readings with discussions facilitated by the lecturers. For these discussion-based classes, each student will be expected to have read in advance the relevant material as set out by the lecturer.

Teaching staff

Module 1 Contemporary Issues in Brand Research
Professor Rod Brodie r.brodie@auckland.ac.nz

Module 2 Managing Customer Experiences
Associate Professor Laszlo Sajtos l.sajtos@auckland.ac.nz

Module 3: Marketing Strategy and Social Responsibility
Dr Jenny Young jenny.young@auckland.ac.nz
Dr Biljana Juric b.juric@auckland.ac.nz

Assignments

Group Article Reviews (30%) (1 review per group per Module each worth 10%)

Groups will be required to present one review to the class and create class exercises. The presentation should consider:

1. Objectives
2. Messages
3. Relevance and contribution to topic (academic and practical)
4. Limitations and Further Research

The presenters are required to provide exercises for the class to work on to further understand the article. Your presentation should take around 20-25 minutes and the group exercise 20-25 minutes (no more 50 minutes total). Power point slides should be provided for the class.

NB: It is required that everyone in the class will review all the assigned readings before class and be prepared to discuss any aspect of the articles. Each article is expected to take about an hour to review. You are encouraged to prepare summaries (objectives, messages, relevance and contribution). These summaries will be useful for you in the open book exam.

Essay (30%)

In discussion with your course coordinators you are required to develop an essay topic. For the developed topic: Write an essay using the following headings:

Introduction,
Purpose of essay,
Discussion (main content of selected topic),
Practical applicability (preferably applying the chosen topic in a firm context)

Your essay should be 10-12 pages, (12 pt, 1.5 spacing).

Your essay is due at the end of week 12.
Learning Resources

Module 1: Contemporary Branding Research Readings

**Topic 1: Branding Theory**

**Topic 2: Brand Equity and Co-Branding**

**Topic 3: Branding in Online Environments**

**Topic 4: Brand Authenticity and Counterfeiting**
Module 2: Managing Customer Experiences

**Topic 1: Mapping the Customer’s Journey**

**Topic 2: Rise of the Robots**

**Topic 3: Managing customer-firm relationships online**

**Topic 4: Loyalty Programmes**
Module 3 Marketing Strategy and Social Responsibility Readings

**Topic 1: Introduction and Reflections on Ethics, Social Responsibility (SR), Sustainability, Business and Marketing**


**Topic 2: Incorporating SR into Marketing Strategy**


**Topic 3: Consumer and Stakeholders Orientation in SR Marketing Strategies**


Case Study New consumer segments (e.g., aspirationals, voluntary simplifiers, consumer activists)

**Topic 4: Towards New ‘Marketing Practice’: Social Entrepreneurship, Business Political Activism & Business Models**


Case Study Business Political and Social Activism TBA

**Canvas**: Canvas will be used to communicate important information and distribute lecture slides and other useful material.
Assessment information

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Weight %</th>
<th>Group and/or individual</th>
<th>Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MODULE 1:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Article Reviews</td>
<td>30%</td>
<td>Group</td>
<td>In class</td>
</tr>
<tr>
<td>(3 x 10%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Essay</td>
<td>30%</td>
<td>Individual</td>
<td>Email</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
<td>Individual</td>
<td>Exam venue</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
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</tbody>
</table>

Description of assessment tasks

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Learning outcome to be assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Article Reviews</td>
<td>LO2, LO3, LO5, LO6</td>
</tr>
<tr>
<td>Essay</td>
<td>LO1, LO2, LO3, LO4, LO5, LO6</td>
</tr>
<tr>
<td>Final Exam</td>
<td>LO1, LO2, LO3, LO5</td>
</tr>
</tbody>
</table>

Inclusive learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

Academic integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student’s own work, reflecting his or her learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the worldwide web. A student’s assessed work may be reviewed against electronic source material using computerised detection to provide an electronic version of their work for computerised review.

Student feedback

Students of this course will be asked to complete three types of evaluations: Three teaching evaluations and one course evaluation. Your feedback will help us improve the course and our teaching in the future.

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 website.
Graduate profile: MCom

The following six themes represent the capabilities that the Business School seeks to foster in all of its graduates. The development of these capabilities does not come all at once, but rather is expected to build from year to year. Each course is not expected to contribute to all capabilities, but each course will have its own goals and learning outcomes that relate to the overall development of this profile.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>1. Disciplinary knowledge and practice</strong></td>
</tr>
<tr>
<td>Graduates will be able to apply highly specialised knowledge within the discipline to demonstrate an advanced awareness and understanding in a global context.</td>
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<tr>
<td><strong>2. Critical thinking</strong></td>
</tr>
<tr>
<td>Graduates will be able to analyse and evaluate the relevant literature, and design and develop scholarly arguments that demonstrate advanced and diverse thinking.</td>
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<tr>
<td><strong>3. Solution seeking</strong></td>
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<tr>
<td>Graduates will be able to creatively research and analyse complex issues, and develop innovative solutions.</td>
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<tr>
<td><strong>4. Communication and engagement</strong></td>
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<tr>
<td>Graduates will be able to engage, communicate, and collaborate with diverse groups using multiple formats and effectively address a range of professional and academic audiences.</td>
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<tr>
<td><strong>5. Independence and integrity</strong></td>
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<tr>
<td>Graduates will be able to demonstrate advanced independent thought, self-reflection, ethics, and integrity.</td>
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<td><strong>6. Social and environmental responsibility</strong></td>
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<tr>
<td>Graduates will consider, in relation to their discipline, the potential significance of the principles underpinning both the Treaty of Waitangi and sustainability.</td>
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