



Course Outline 2014 BUSADMIN 762: MARKETING (15 POINTS)

Quarter 2 (1144)

Course Prescription

Customer value and value-creation in markets and the implications for marketing, marketing decision-making and marketing strategy development.

Programme and Course Advice

Restriction: BUSADMIN 772, MARKET 713

Goals of the Course

This course will explore the processes which shape and drive buyer behaviour and value creation for both customers and enterprises. Course participants will examine the nature of marketing, marketing decision-making, and the development of marketing strategies for both consumer and business-to-business markets. The emphasis will be on marketing to achieve substantive growth. The key goals are:

1. To introduce the marketing concept of creating customer value for competitive advantage as it relates to all facets of the organisation.
2. To introduce the theoretical fundamentals and key elements of marketing strategy and practice.
3. To provide a sound general framework for analysing marketing situations and developing strategic and tactical marketing plans
4. To provide participants with a broad understanding of what drives marketing activity within their industries and organisations, and to recognise the features of good (and bad) marketing planning and practices.

Learning Outcomes

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

1. Understand and apply appropriate decision support tools to assess marketing situations;
2. Evaluate information relevant to marketing decision-making;
3. Apply marketing principles effectively to develop appropriate marketing strategies and plans for specific situations and organisations.
4. Evaluate and apply appropriate marketing metrics;
5. Discuss the issues inherent in planning and executing marketing strategy effectively in the face of changing global competitive and environmental pressures.

Content Outline

(Wednesday class meetings)

- Session 1: Course Introduction: Marketing Fundamentals and Value Creation
- Session 2: Marketing Strategy & Planning
- Session 3: Understanding Buyers in Business-to-Business & Consumer Markets
- Session 4: Orienting to the Market: Segmentation, Targeting & Positioning
- Session 5: Creating & Marketing Products & Brands
- Session 6: Service & Services, Test 1
- Session 7: Pricing Strategies and Determination
- Session 8: Place: Distribution, Retailing, Supply Chain Management
- Session 9: Marketing Communications: Advertising, PR, Social Media
- Session 10: Relationship Marketing and Customer Loyalty, Test 2

Learning and Teaching

The class will meet weekly on Wednesday evenings from 5.30 to 8.30pm (except until 8:45pm for two test evenings) over 10 weeks, for a total of 30 contact hours, beginning on 9 April. Classes will meet in the Owen G. Glenn Building on the City Campus in Case Room 2 on Level 0.

To achieve the outcomes outlined above a variety of teaching approaches will be utilized including lectures, class discussions of readings, case study examples and written assignments. Participants are expected to use at least six additional hours each week in reading and preparing for the class. Active involvement is essential, and participants are expected to master material assigned in readings, presented in class lectures, and in the discussions.

Teaching Staff

Academic coordinator and lecturer

Tom Agee

Room 368, Owen G. Glenn Building, Level 3 (by appointment).

Phone: 923 5832

Email: t.agee@auckland.ac.nz

Learning Resources

Lectures, discussions and assessments rely heavily on assigned readings of relevant academic articles downloaded from the Library's electronic databases as well as current examples of New Zealand marketing practice.

A text book is not required but is suggested for those who wish to study topics in more depth and/or retain a general marketing reference.

Suggested but not required: McDonald, M. H. B., & Christopher, M. (2003). *Marketing: A Complete Guide*. Basingstoke: Palgrave MacMillan (UK), which provides a comprehensive and traditional perspective on marketing, or a recent edition of a comparable introductory marketing text by Byron Sharp (2013): *Marketing: Theory, Evidence, & Practice*, Victoria: Oxford University Press. This is an Australasian version of the leading US textbooks. For advanced marketers: Aaker, D.A. (2011) *Strategic Market Management 9th ed.*, Wiley (US) is useful, especially for the conceptual thinking.

Course resources including a range of complementary weekly readings and assignment support may be accessed either through CECIL or retrieved from the Library's LEARN system' resource page for BUSADMIN 762. Weekly lecture notes and material handed out will be posted on the CECIL for the course.

Assessment

Details relating to the assignments, including marking schedules and team assessment forms are provided in the more comprehensive course outline handed out in the first session. Relevant Learning Outcomes linkages to Assessments are subject to change.

Assessment	Task Description	Weighting	Due Date
Assignment 1 (Individual)	Board Paper Strategic marketing Issues related to your firm. Recommendations based on review of relevant articles obtained through research of library electronic databases.	20%	Class Meeting 7 May
Test 1	Material assigned for weeks 1-5 Open book	25%	In Class 14 May 7:15-8:45pm
Assignment 2 Team Project	Marketing Plan Teams (5-6 members), working from a brief, produce a Strategic Marketing Plan for an assigned organisation.	30%	Class Meeting 4 June
Test 2	Material assigned for weeks 6-10 Open book.	25%	In Class 11 June 7:15-8:45pm

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Assignment 1 (Individual)	Assignment 2 (Group)	Test 1	Test 2
1	X	X	X	
2	X	X	X	X
3		X	X	X
4		X		X
5	X			X

