

<https://courseoutline.auckland.ac.nz/dco/course/MKTG/701/1213>



# Business and Economics

## MKTG 701 : Marketing Theory and Practice (15 POINTS)

2021 Semester One

### Course Prescription

A core course providing an introduction to marketing philosophy, theory, current debate and advancements in the field. Emphasis is on developing the critical thinking and analytical skills necessary to undertake postgraduate research.

### Course Overview

An advanced study of marketing theory relating to contemporary issues in services and relationship marketing. 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 customer relationship management (CRM); managing service businesses, online platforms, digitization and automation. 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.

### Course Requirements

No pre-requisites or restrictions

### Capabilities Developed in this Course

Capability 1: Disciplinary Knowledge and Practice

Capability 2: Critical Thinking

Capability 3: Solution Seeking

Capability 4: Communication and Engagement

Graduate Profile: [Bachelor of Commerce \(Honours\)](#)

### Learning Outcomes

By the end of this course, students will be able to:

1. Demonstrate an understanding of of range of contemporary issues facing marketing academics,

- practitioners and consumers within the realm of services and relationship marketing. (Capability 1 and 2)
2. Identify, describe and analyse research studies on a set of criteria. (Capability 1 and 2)
  3. Critically evaluate and apply selected concepts, principles and frameworks of the course in chosen contexts. (Capability 2 and 3)
  4. Communicate research ideas in a structured way and in an engaging manner (Capability 4.1, 4.2 and 4.3)

## Assessments

Assessment Type	Percentage	Classification
Coursework	50%	Individual Coursework
Test	20%	Individual Test
Assignments	30%	Group Coursework
3 types	100%	

Assessment Type	Learning Outcome Addressed			
	1	2	3	4
Coursework	✓	✓	✓	✓
Test	✓	✓	✓	
Assignments	✓	✓	✓	✓

## Workload Expectations

This course is a standard [15] point course and students are expected to spend 10 hours per week involved in each 15 point course that they are enrolled in.

For this course, you can expect [3] hours of lectures, [3] hours of reading and thinking about the content and [4] hours of work on assignments and/or test preparation.

## Delivery Mode

### Campus Experience

Attendance is [required/expected] at scheduled activities including [labs/tutorials/studios/clinics] to [complete/receive credit for] components of the course.

Lectures will be available as recordings. Other learning activities including [seminars/tutorials/labs/studios] will [be available/not be available] as recordings.

The course [will/will not] include live online events including [group discussions/tutorials].

Attendance on campus is [required/not required] for the [test/exam].

The activities for the course are scheduled as a [standard weekly timetable/block delivery].

## Student Feedback

At the end of every semester students will be invited to give feedback on the course and teaching through a tool called SET or Qualtrics. The lecturers and course co-ordinators will consider all feedback and respond with summaries and actions.

Your feedback helps teachers to improve the course and its delivery for future students.

Class Representatives in each class can take feedback to the department and faculty staff-student consultative committees.

## Digital Resources

Course materials are made available in a learning and collaboration tool called Canvas which also includes reading lists and lecture recordings (where available).

Please remember that the recording of any class on a personal device requires the permission of the instructor.

## 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 their learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the internet. A student's assessed work may be reviewed against online source material using computerised detection mechanisms.

## Inclusive Learning

All students are asked to discuss any impairment related requirements privately, face to face and/or in written form with the course coordinator, lecturer or tutor.

Student Disability Services also provides support for students with a wide range of impairments, both visible and invisible, to succeed and excel at the University. For more information and contact details, please visit the [Student Disability Services' website](http://disability.auckland.ac.nz) <http://disability.auckland.ac.nz>

## Special Circumstances

If your ability to complete assessed coursework is affected by illness or other personal circumstances outside of your control, contact a member of teaching staff as soon as possible before the assessment is due.

If your personal circumstances significantly affect your performance, or preparation, for an exam or eligible written test, refer to the University's [aegrotat or compassionate consideration page](https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html) <https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html>.

This should be done as soon as possible and no later than seven days after the affected test or exam date.

## Learning Continuity

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. You will be kept fully informed by your course co-ordinator, and if disruption occurs you should refer to the University Website for information about how to proceed.

## Student Charter and Responsibilities

The Student Charter assumes and acknowledges that students are active participants in the learning process and that they have responsibilities to the institution and the international community of scholars. The University expects that students will act at all times in a way that demonstrates respect for the rights of other students and staff so that the learning environment is both safe and productive. For further information visit [Student Charter](https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html) <https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html>.

## Disclaimer

Elements of this outline may be subject to change. The latest information about the course will be available for enrolled students in Canvas.

In this course you may be asked to submit your coursework assessments digitally. The University reserves the right to conduct scheduled tests and examinations for this course online or through the use of computers or other electronic devices. Where tests or examinations are conducted online remote invigilation arrangements may be used. The final decision on the completion mode for a test or examination, and remote invigilation arrangements where applicable, will be advised to students at least 10 days prior to the scheduled date of the assessment, or in the case of an examination when the examination timetable is published.