



STUDY MARKETING ONLINE

VICTORIA'S DISTANCE COURSES LET YOU WORK FULL TIME WHILE YOU STUDY ONLINE



YOU CAN STUDY MARKETING ONLINE

Victoria University's School of Marketing and International Business offers four marketing papers for people who are unable to attend lectures on campus.

MARK 151: MARKETING PRINCIPLES (DISTANCE)

If you haven't studied marketing before then Marketing Principles is recommended as your starting point.

This course is an introduction to the study of marketing and its role in developing a strategic customer/client focus within commercial, public sector and not-for-profit organisations.

MARK 252: BUYER BEHAVIOUR (DISTANCE)

If you'd like to know more about what makes your customers 'tick' then Buyer Behaviour is the course for you.

This course will give students the knowledge and skills necessary to perform detailed consumer analyses with emphasis upon the role of sales and negotiation within a buyer behaviour context.

MARK 261: MARKETING MANAGEMENT (DISTANCE)

Marketing Management is an excellent course for entrepreneurs or for employees who want to take a more active role in the marketing function of their firm.

This course adopts an analytical and problem-solving approach to the development and implementation of marketing activities and plans. Themes include marketing of services, financial analysis, branding, product development and formulating the marketing mix.

MARK 253: MARKET RESEARCH (DISTANCE)

Market Research is a practical course which teaches students how to undertake research in order to better inform their marketing decisions.

This course examines the key role of collecting, interpreting and analysing information to assist marketing managers in formulating marketing strategy. Market research methods and information technologies are covered in detail.

OUR DISTANCE COURSES OFFER YOU OR YOUR EMPLOYEE:

- greater understanding of marketing principles and terminology
- the expertise to apply this knowledge to your organisation
- a course designed for people in full-time work
- study materials that can be viewed whenever it's convenient
- discussion boards for regular contact with other students, tutors and the Lecturer
- experienced tutors to guide and assist you
- a Certificate of Proficiency and the opportunity to take further distance marketing courses

Our courses feature short video lectures, video case studies and interactive exercises. The Lecturer contributes comments and views and experienced tutors guide online discussions.

WHO CAN TAKE THESE COURSES?

The distance course options are designed for working people who are unable to attend University lectures and tutorials—people who may be unable to take time off work or have childcare responsibilities.

“I loved the course. It was a great way to complete a paper—especially as I couldn’t justify time off work to attend lectures.”

“I really enjoyed this method of learning. As it is many years since I participated in university study I was somewhat apprehensive as to how I would manage. I have more confidence now and would like to do another paper in a similar way.”

Quotes from previous Distance students



WATCH SPECIFICALLY TAILORED VIDEO LECTURES

Below is an example of one of the video lectures from Marketing Principles (Distance). The video lectures (5–7 minutes) are designed for distance learning. You can watch as many or as few lectures as you have time for in a day. You can watch each one as many times as you wish. If you have a spare 10 minutes during your lunch break, or before you leave for work, you could fit one in.

	Present Products	New Products
Present Markets	Market Penetration	Product Development
New Markets	Market Development	Diversification

“To begin with I was quite worried that I would be disadvantaged from the on-campus Marketing Management 211 students. But I found the DVD really good and I watched most of the video lectures at least 3 times over—once before I had done the reading, once after I had done the reading and sometimes once more to take notes. Now, having finished the course, I would definitely recommend it to others.”

“EVERYTHING on the DVD was excellent—the video lectures, the case studies and the interactive exercises—especially because I could revisit, rewind and check my notes. I thought the whole set up was great.”

“The video lectures were excellent—I could watch them time and time again

Quotes from previous Distance students

INTERACT WITH TUTORS AND OTHER STUDENTS

During the course you can post your thoughts, queries and comments onto online discussion boards. You will receive comments and suggestions from your fellow students, experienced tutors and the Lecturer. The tutors check the discussion boards every weekday. A popular part of the course is the weekly, compulsory discussion posting on a specific question or case study from that week's module.

“Thanks for an excellent course. I had a good time and enjoyed the discussion postings.”

“All staff were great. The feedback in the discussion boards was always excellent and it was also really helpful to be able to view other students Qs & As.”

Quotes from previous Distance students



TEST YOUR KNOWLEDGE WITH INTERACTIVE EXERCISES

Each module has an interactive exercise to help you consolidate the information you've covered in the video lectures and your reading from the textbook. You can do these interactivities as many times as you wish.

Click to choose scenario

- ABC Computers
- Possum Wear
- For Sail
- The World is Our Oyster

ABC Computers

ABC Computers are running a promotion where existing ABC customers are being encouraged to upgrade to the next generation home computers. There are price discounts if they trade in their old computers and they are also offered a free printer if they are able to successfully refer a friend to ABC.

Four Basic Types of Opportunities to Pursue

	Present Products	New Products
Present Markets	Market Penetration	Product Development
New Markets	Market Development	Diversification

Select an answer

“I have really enjoyed taking Marketing Principles, and will now consider doing more by distance learning, as it is a lot more interactive and I feel I am actually getting something out of it.”

“Thank you to all of you. This course has been extremely well organised—I've appreciated your efficiency. I've found this quite challenging but have learnt a lot and enjoyed the discussions and internet exercises. Cheers!”

Quotes from previous Distance students

ASSESSMENT

During the course students must post in the weekly discussion board on that week's case study or question. The rest of the assessment is similar to the on-campus version of the course. At the end of the trimester distance students sit an examination which can be sat away from Wellington but the student must cover the associated costs. Please discuss this with the Examination and Enrolment Manager whose contact details can be found on our website, www.victoria.ac.nz/smib

COMPUTER SPECIFICATIONS

To take this course you must have Internet access; we strongly recommend broadband.

The latest computer specifications are on our website.

www.victoria.ac.nz/smib

WHERE TO FROM HERE?

A pass in any of the courses gains you a Victoria University of Wellington Certificate of Proficiency or could contribute to a BCA degree in Marketing or a Graduate Diploma in Marketing. A pass in Marketing Principles (or equivalent) also facilitates entry to the second-year courses. Further on-campus courses are being developed into distance options.



ENROLMENT

To find out about course dates, fees and how to enrol please contact the Distance Administrator at: **smibdistance@vuw.ac.nz**

TRY IT OUT

To view a video lecture and to attempt an interactivity visit our website:
www.victoria.ac.nz/smib

Further information can be found on the School of Marketing and International Business website: www.victoria.ac.nz/smib

Or email:

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