

Course Learning Objectives for Marketing

MARK 101: By the end of this course, students should be able to

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| 1 | Describe commonly used marketing concepts and terminology; |
| 2 | Summarise the main marketing tools of products and services, pricing, distribution and communications; |
| 3 | Explain social responsibility and ethics, as they pertain to marketing; |
| 4 | Describe marketing in New Zealand with respect to Pacific Basin and global perspective; |
| 5 | Analyse marketing problems associated with the processes involved in making marketing decisions and present coherent solutions to such problems; |
| 6 | Organise and explain processes involved in the preparation of marketing strategies and plans. |

MARK 201: By the end of this course, students should be able to

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| 1 | Explain and apply marketing concepts to strategic marketing planning; |
| 2 | Identify essential factors that should be considered when developing a marketing strategy; |
| 3 | Design and organise the marketing mix and its constituent parts; |
| 4 | Produce a marketing plan. |

MARK 202: By the end of this course, students should be able to

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| 1 | Understand and apply the theories of buyer behavior; |
| 2 | Analyse consumer decision-making processes using buyer behaviour principles; |
| 3 | Communicate buyer behaviour theory and ideas; |
| 4 | Generate and utilise critical and creative thinking skills. |

MARK 203: By the end of this course, students should be able to

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| 1 | Identify research problems in Marketing; |
| 2 | Design and implement qualitative and quantitative research to assist in making marketing decisions; |
| 3 | Analyse quantitative and qualitative data; |
| 4 | Communicate marketing research results. |

MARK 214: By the end of this course, students should be able to

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| 1 | Explain the concept of tourism marketing and its role within the experience economy; |
| 2 | Describe how the fundamentals of buyer behaviour are integral to tourism marketing; |
| 3 | Evaluate how research contributes to the formulation of tourism marketing decisions; |
| 4 | Appraise the social, ethical and economic aspects of tourism both within New Zealand and globally, including issues around sustainability in tourism; |
| 5 | Plan and execute a relevant tourism marketing strategy. |

MARK 301: By the end of this course, students should be able to

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| 1 | Explain the role of organisational Integrated Marketing Communications; |
| 2 | Explain how effective marketing communications contributes to business value; |
| 3 | Describe and explain, the communication process, the communications mix, and the objectives that marketing communication efforts attempt to accomplish; |
| 4 | Explain the social, ethical and economic aspects of marketing communications, including the role of regulation governing communications practice; |
| 5 | Design and execute an Integrated Marketing Communications plan. |

MARK 302: By the end of this course, students should be able to

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| 1 | Describe the global economy, its structures and issues, the relevance to international marketing and New Zealand businesses and organisations; |
| 2 | Summarise the complexity of cultural factors in international markets, formulation of international marketing strategy and communication with potential customers; |
| 3 | Explain the theory and practice of international marketing; |
| 4 | Explain the impact, including opportunities and problems, of emerging technologies on international marketing; |
| 5 | Formulate recommendations for companies engaged in international marketing. |

MARK 303: By the end of this course, students should be able to

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| 1 | Summarise the volatile and changeable nature of the market place and organise marketing theories and knowledge accordingly; |
| 2 | Use techniques for undertaking strategic market analysis and formulating marketing strategies; |
| 3 | Use financial problem-solving techniques to marketing opportunity analysis; |
| 4 | Articulate their own mental model of marketing including the drivers and enablers of customer demand, the CMO role, and stakeholder perspectives; |
| 5 | Creatively apply strategic marketing thinking in a way that fosters and rewards sustainable approaches to customer need fulfillment. |

MARK 310: By the end of this course, students should be able to

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| 1 | Apply marketing principles and theories which have been adapted for use in the arts sector; |
| 2 | Examine marketing initiatives undertaken by arts organisations around the world; |
| 3 | Assess marketing issues/problems faced by arts organisations, and use knowledge and available research to develop marketing recommendations; |
| 4 | Generate and utilise critical and creative thinking skills, individually and within teams in order to identify and assess arts marketing issues and develop ideas; |
| 5 | Communicate theories, analysis and recommendations related to arts marketing effectively. |

MARK 312: By the end of this course, students should be able to

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| 1 | Describe the opportunities and limitations of applying Internet Marketing concepts to companies; |
| 2 | Explain how an Internet Marketing strategy fits into an organisation's overall marketing framework; |
| 3 | Explore how the Internet can be used to provide added value to B-B and B-C business models; |
| 4 | Gain insight into recent and expected technological changes and how these alter the traditional marketing practices; |
| 5 | Identify ways in which global marketing techniques must adapt to electronic – Internet channels; |
| 6 | Design an Internet marketing strategy and prepare an implementation plan. |

MARK 313: By the end of this course, students should be able to

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| 1 | Define and understand direct marketing (DM) terms and concepts; |
| 2 | Explore, recognise and communicate how Direct Marketing can be used to provide added value to marketing; |
| 3 | Critique communications and media strategies in DM; |
| 4 | Interpret and explain how a Direct Marketing strategy fits into an organisation's overall marketing framework; |
| 5 | Demonstrate a working knowledge and understanding of Direct Marketing concepts, implementation issues and Internet Marketing strategy development; |
| 6 | Organise, evaluate and design a DM strategy and plan. |

MARK 314: By the end of this course, students should be able to

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| 1 | Develop a system of critical analysis; |
| 2 | Apply the system to critical analysis of academic journal articles; |
| 3 | Outline the development of foundation concepts in the marketing literature; |
| 4 | Explain what marketing knowledge is and where it comes from; |
| 5 | Argue for their own conclusions on conceptual development in marketing; |
| 6 | Respond creatively and reflectively to marketing journal articles. |

MARK 315: By the end of this course, students should be able to

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| 1 | Explain the special nature and characteristics of services; |
| 2 | Summarise service product strategic issues in services marketing, service encounter and the marketing implications of service quality; |
| 3 | Explain the ways services need to be marketed due to their special nature and characteristics; |
| 4 | Interpret the challenges encountered by service marketing professionals; |
| 5 | Summarise the key success factors used to enhance the effectiveness of services marketing in a broad range of private, non-profit and public sector service organisations; |
| 6 | Design Services Marketing strategies. |

MARK 316: By the end of this course, students should be able to

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| 1 | Explain the scope of social marketing and how it relates to other areas of marketing; |
| 2 | Summarise how effective social marketing campaigns achieve desired social objectives; |
| 3 | Interpret why behaviour change is often difficult and the need to invest in long-term strategies; |
| 4 | Utilise the relevant theoretical frameworks available to social marketers to understand consumer motivations and reasoning; |
| 5 | Use the principles of marketing communication and persuasion in order to effectively influence targeted audiences and achieve objectives; |
| 6 | Critique ways the effectiveness of campaigns can be measured and explain the difficulties that may be encountered. |

MARK 318: By the end of this course, students should be able to

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| 1 | Use a collection of intra-personal skills techniques; |
| 2 | Generate ideas under a wide range of circumstances; |
| 3 | Classify problems and plan an appropriate problem solving strategy; |
| 4 | Be more effective problem solvers; |
| 5 | Develop a more inquisitive attitude; |
| 6 | Handle conflict situations; |
| 7 | Use TA and NLP to communicate more meaningfully and effectively. |

MARK 319: By the end of this course, students should be able to

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| 1 | Analyze organizational buying and purchasing functions in all sectors of the business market; |
| 2 | Assess and manage various business customer relationships; |
| 3 | Segment business target markets and evaluate B2B marketing strategy; |
| 4 | Understand business marketing mix and supply chain processes; |
| 5 | Develop marketing decision-making and communication skills for B2B marketing. |