

<b>TITLE</b>	Marketing in Practice		
<b>CODE</b>	UUMK5400		
<b>LEVEL</b>	8		
<b>CREDITS</b>	20		
<b>PRE REQUISITES</b>	None (other than specified in entry criteria)		
<b>AIM</b>	Marketing creates value – for customers, shareholders and New Zealand’s society as a whole. It does this by creating alignment between what customers’ value and what organisations offer. Marketing management offers an opportunity to learn skills and techniques that help enterprises better understand the value preferences and perceptions of their customers (a prerequisite to adding value to them), and ways of utilising that understanding to focus the value-co-creating and communicating activities of the firm into areas where they will be the most effective.		
<b>LEARNING OUTCOMES</b>	<p>At the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. identify, evaluate and select relevant marketing tools, theory or processes and demonstrate their usage to provide marketing solutions that will increase management effectiveness</li> <li>2. communicate professionally about marketing related issues in a range of modes to achieve targeted outcomes</li> <li>3. demonstrate an ability to work with others by seeking to understand team members, and by self-leading their own contribution to the overarching goal of the team, participating in team problem solving and delivering a coherent piece of professional marketing communication</li> <li>4. demonstrate the ability to source relevant and timely data and to evaluate and reference data and information relevant to solving marketing problems through applied research techniques.</li> </ol>		
<b>CONTENT</b>	<p>The content consists of the following topics:</p> <ul style="list-style-type: none"> <li>• Understand value</li> <li>• Discovering value markets</li> <li>• Analysing value</li> <li>• Co-creating value</li> <li>• Actioning value.</li> </ul>		
<b>ASSESSMENTS</b>	<b>Assessment Type</b>	<b>Weighting</b>	<b>Learning Outcomes Assessed</b>
	Case Study Report	50%	2, 3, 4
	Assessment	50%	1, 2, 3, 4
	Total	100%	
<b>RECOMMENDED RESOURCES</b>	<p>Ferrell, O.C. and Hartline, M.D. (2014). <i>Marketing Strategy</i>. (6<sup>th</sup> ed). Mason, O.H.: South-Western, Cengage Learning.  Kotler, P. and Keller, K.L. (2016). <i>Marketing Management</i> (15<sup>th</sup> Global ed.). Harlow, Essex: Pearson Education  Pride, W.M. &amp; Ferrell, O.C. (2016). <i>Marketing</i>. (18th ed). Boston, MA: Cengage Learning</p>		