

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi
2025

MART112 Marketing

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

Welcome to Marketing! MART112 aims to introduce you to all the major themes and theories relating to the dynamic marketing environment and diverse marketing processes, opportunities and outcomes. Inspiring course material will be delivered by a core team from the Department of Marketing. Lectures are delivered twice a week in the context of innovation, sustainability and the value of marketing within Aotearoa and the world we live in today. Content will cover strategy, consumer behaviour, research, segmentation, wholesaling and retailing. You will also explore branding, service, price and sales components as well as social media, ethical practices and multi-channel marketing.

Semester One

0.15 EFTS

18 points

Teaching Staff | *Kaiako*

Course Leader/Lecturer/Tutor

Name: Dr Ismail Shaheer
Office: OBS 4.31
Email: ismail.shaheer@otago.ac.nz
Office Hours: Please refer to Blackboard

Course Administrator/Tutor

Name: Cathie Child
Office: OBS 4.42
Email: cathie.child@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: Dr Mathew Parackal
Office: OBS 4.35
Email: mathew.parackal@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: Dr Rob Thomson
Office: OBS 4.32
Email: rob.thomson@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: Dr Wiebke Finkler
Office: OBS 4.19
Email: wiebke.finkler@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: TBC
Office: OBS
Email:
Office Hours: Please refer to Blackboard

Lecturer

Name: TBC
Office: OBS
Email:
Office Hours: Please refer to Blackboard

You should contact Cathie with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Monday 4:00-4:50pm and Wednesday 1:00-1:50pm

Room: Please refer to your eVision timetable

Tutorials Day/Time: Please refer to your eVision timetable

Every week students must attend two 50-minute lectures and one 50-minute tutorial when scheduled.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the second week of semester. You will be allocated to a tutorial and this will be available in eVision.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the course proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload | *Te Nui o te Mahi*

MART112 is an 18–point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information | *Pukapuka Kaupapa*

The required text for this course is:

Kerin, R.A., & Hartley, S.W. (2018). *Marketing* (15th or 16th Edition). McGraw-Hill Education, New York. Lecturers will be referencing the 16th edition in their material.

Print Book (ISBN: 978126511946)

Please see Blackboard for purchasing details.

eBook (ISBN: 9781265769574)

Please see Blackboard for purchasing details.

As this course has been designed to be a comprehensive introduction to Marketing **the text selected is designed to be useful beyond just MART112**, and provides material relevant for many other papers you may complete as part of your marketing degree.

The recommended text for this course is:

Emerson, L. (Ed.). (2013). *Writing guidelines for business students* (5th or 6th ed.). South Melbourne, Australia: Cengage Learning

Calendar | Maramataka

Week	Week Commencing*	Topic	Reading
1	24 Feb	<p>Monday 24 February Course Overview & Introduction to Marketing <i>Dr Ismail Shaheer</i></p> <p>Wednesday 26th February Creative Marketing–Story Telling Techniques <i>Dr Wiebke Finkler</i></p>	<p>Chapter 1</p> <p>Chapters 18 & 19</p>
Tutorial #1	Week beg 3 March	ASSIGNMENT OVERVIEW, PAIR FORMATION	
2	3 March	<p>Monday 3 March The Marketing Environment – Part 1 <i>Dr Ismail Shaheer</i></p> <p>Wednesday 5 March The Marketing Environment – Part 2 <i>Dr Ismail Shaheer</i></p>	Chapter 3
3	10 March	<p>Monday 10 March Market Segmentation, Targeting & Positioning – Part 1 <i>Dr Ismail Shaheer</i></p> <p>Wednesday 12 March Market Segmentation, Targeting & Positioning – Part 2 <i>Dr Ismail Shaheer</i></p>	Chapter 9
Tutorial #2	Week beg 17 March	IDEA SELECTION CONFIRMATION & PRESENTATION PREPARATION	
4	17 March	<p>Monday 17 March Market Research <i>TBC</i></p> <p>Wednesday 19 March Consumer Behaviour <i>TBC</i></p>	<p>Chapter 8</p> <p>Chapter 5</p>
5	24 March	<p>Monday 24 March Marketing Innovation <i>Dr Ismail Shaheer</i></p> <p>Wednesday 26 March Managing Products <i>Dr Ismail Shaheer</i></p>	<p>Chapter 10</p> <p>Chapter 11</p>
Tutorial #3	Week beg 31 March	PAIR PRESENTATIONS SESSION (1) (Compulsory Assessment)	

6	31 March	<p>Monday 31 March Pricing Strategies – Part 1 <i>Dr Ismail Shaheer</i></p> <p>Wednesday 2 April Pricing Strategies – Part 2 <i>Dr Ismail Shaheer</i></p>	Chapters 13 & 14
Tutorial #4	Week beg 7 April	PAIR PRESENTATIONS SESSION (2) (Compulsory Assessment)	
7	7 April	<p>Monday 7 April Marketing Communications – Part 1 <i>Dr Ismail Shaheer</i></p> <p>Wednesday 9 April Marketing Communications – Part 2 <i>Dr Ismail Shaheer</i></p>	Chapters 18 & 19
8	14 April	<p>Monday 14 April Measuring Marketing Performance <i>Dr Ismail Shaheer</i></p> <p>Wednesday 16 April Terms Test (Compulsory) – During Lecture</p>	Chapter 22
Mid Semester Break 21st April – 25th April			
Tutorial #5	Week beg 28 April	PREPARING A MARKETING PLAN	
9	28 April	<p>Monday 28 April Marketing Strategies <i>TBC</i></p> <p>Wednesday 30 April Ethical Marketing <i>Dr Rob Thomson</i></p>	Chapter 2 Chapter 4
10	5 May	<p>Monday 5 May Sports Marketing <i>Dr Rob Thomson</i></p> <p>Wednesday 7 May Personal Selling & Sales Management <i>Dr Mathew Parackal</i></p>	Chapter 21
11	12 May	<p>Monday 12 May Services Marketing <i>Dr Mathew Parackal</i></p> <p>Wednesday 14 May Digital Marketing <i>Dr Mathew Parackal</i></p>	Chapter 12 Chapter 20

MARKETING PLAN (Compulsory) DUE 12pm, FRIDAY 16th May

12	19 May	Monday 19 May Guest Lecture (TBC) Wednesday 21 May Social Marketing <i>Dr Wiebke Finkler</i>	Chapter 4
13	26 May	Monday 26 May Branding TBC Wednesday 28 May Course Review <i>Dr Ismail Shaheer</i>	Chapter 11

*** First week of Semester 1 is ACADEMIC WEEK 9**
Lectures end Friday 30 May
University Exam Period First Semester Begins Wednesday 4th June until
Wednesday 18th June.

Assessment | *Aromatawai*

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this course
Presentation (Pairs)	Weeks beginning 31 st March and 7 th April	10%	<i>In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of assessment.</i>
Test – Multiple Choice	Wednesday 16 th April (during lecture)	20%	
Marketing Plan (Pairs)	Friday 16 th May (noon)	20%	
Final Exam	TBA	50%	

Course Requirements

In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of assessment. **(All assessments are compulsory)**

Assessment Format

Oral Presentation (pairs) (10%) focuses on identifying a new product to be launched in New Zealand, for which your pair will later create a detailed marketing plan. Pairs must advise their tutor of what their proposed new offering is and gain approval from their tutor before they proceed to develop their presentation. Your pair will present this to your tutor and class (using POWERPOINT) in the tutorial. Students are also required to attend all presentations within their tutorial group. The selected product must be approved by your tutor before your pair prepares the presentation.

Test (20%) consisting of 40 multiple choice questions will test your knowledge and understanding of the material covered in the first half of the course. The 'Test' will be conducted in the lecture theatre on **Wednesday the 16th of April.**

The **Marketing Plan (pairs)** (20%) is designed to give your pair the opportunity to apply concepts introduced in the lectures, tutorials and the textbook. In tutorial your pair will work with your tutor and other students to discuss what a marketing plan should contain, what information is required and how that information is obtained. Tutors will give additional advice, so it is important that students attend tutorials. In your existing pair, you will then develop a marketing plan for your product that was selected and presented earlier in the semester.

MARKETING PLAN WRITTEN REPORT (20%) - DUE Friday 16th May, 12pm (noon). Please upload your plan (one per pair) to Blackboard by the due time.

Final Exam (50%) consists of answering 4 questions from a choice of 8, and 20 multiple-choice questions.

Referencing Style

For this course the referencing style is APA. Style guides are available on the University Library website:

<https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e. 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Blackboard.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Presentation	Terms Test	Marketing Plan	Final Exam
<ul style="list-style-type: none"> Have a sound managerial perspective on contemporary marketing practice. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Understand theoretical and practical marketing problems and decisions. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Define and discuss key psychological and sociological concepts and processes that relate to consumption behaviour. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Appreciate the internal and external forces that influence decisions. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Understand the marketing mix and how to manage the constituent parts. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Understand industrial, consumer, product and service markets. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Understand the marketing planning process. 	✓	✓	✓	✓
	10%	20%	20%	50%

Academic Integrity | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own.

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper coordinator.

For further information on academic integrity at Otago:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

A note about Artificial Intelligence: MART112 does not ban the use of large language models (LLMs) such as ChatGPT or Copilot, but you must fully disclose any LLM use in submitted internal assessment work, including full details of how and why you used them. Failure to do so may lead to academic misconduct proceedings.

You should be wary of LLMs in general, as they are purely statistical models with no actual “understanding” or “knowledge”. While their output sounds authoritative, it can often be misleading, incorrect, or totally fake. This is particularly dangerous when you do not have sufficient understanding of a topic to spot the errors.

For further information on artificial intelligence at Otago:

Use of Generative-Artificial Intelligences and Autonomous Content Generation in Learning and Teaching Policy

<https://www.otago.ac.nz/administration/policies/policy-collection/use-of-generative-artificial-intelligences-and-autonomous-content-generation-in-learning-and-teaching-policy>

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer | *Kupu Whakatonu*

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student’s responsibility to be informed.