

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua  
2024

### 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 Two**

**0.15 EFTS**

**18 points**

**Prerequisites:** MART101, MANV101, MART205, FOSC112

#### Teaching Staff | *Kaiako*

##### Course Leader/Lecturer/Tutor

Name: Dr Ismail Shaheer  
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Office Hours: Please refer to Blackboard

##### Course Administrator/Tutor

Name: Cathie Child  
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**Lecturer**

Name: Dr Masoud Karami  
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**Lecturer**

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**Lecturer**

Name: Dr Rob Thomson  
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**Lecturer**

Name: Dr Wiebke Finkler  
Office: OBS 4.19  
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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:** Tuesday and Wednesday 2:00-2:50pm

**Room:** Please refer to your eVision timetable

**Tutorials and/or Labs 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 16<sup>th</sup> Edition). McGraw-Hill Education, New York. Lecturers will be referencing the 16<sup>th</sup> edition in their material.

### Print Book (ISBN: 978126511946)

<https://www.mheducation.com.au/ise-marketing-978126511946-aus>

### eBook (ISBN: 9781265769574)

<https://www.mheducation.com.au/ise-ebook-online-access-for-marketing-9781265769574-aus>

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* (5<sup>th</sup> or 6<sup>th</sup> ed.). South Melbourne, Australia: Cengage Learning

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	15 July	<p><b>Tuesday 16 July</b> Course Overview &amp; Introduction to Marketing <i>Dr Ismail Shaheer</i></p> <p><b>Wednesday 17 July</b> Creative Marketing–Story Telling Techniques <i>Dr Wiebke Finkler</i></p>	Chapter 1  Chapters 18 & 19
<b>Tutorial #1</b>	<b>Week beg 22 July</b>	<b>ASSIGNMENT OVERVIEW, PAIR FORMATION</b>	
2	22 July	<p><b>Tuesday 23 July</b> The Marketing Environment – Part 1 <i>Dr Ismail Shaheer</i></p> <p><b>Wednesday 24 July</b> The Marketing Environment – Part 2 <i>Dr Ismail Shaheer</i></p>	Chapter 3

3	29 July	<p><b>Tuesday 30 July</b> Consumer Behaviour <i>Dr Ismail Shaheer</i></p> <p><b>Wednesday 31 July</b> Market Segmentation, Targeting &amp; Positioning – Part 1 <i>Dr Ismail Shaheer</i></p>	<p>Chapter 5</p> <p>Chapter 9</p>
<b>Tutorial #2</b>	<b>Week beg 5 August</b>	<b>IDEA SELECTION CONFIRMATION &amp; PRESENTATION PREPARATION</b>	
4	5 August	<p><b>Tuesday 6 August</b> Market Segmentation, Targeting &amp; Positioning – Part 2 <i>Dr Ismail Shaheer</i></p> <p><b>Wednesday 7 August</b> Market Research <i>Dr Ismail Shaheer</i></p>	<p>Chapter 9</p> <p>Chapter 8</p>
5	12 August	<p><b>Tuesday 13 August</b> Marketing Innovation <i>Dr Ismail Shaheer</i></p> <p><b>Wednesday 14 August</b> Managing Products <i>Dr Ismail Shaheer</i></p>	<p>Chapter 10</p> <p>Chapter 11</p>
<b>Tutorial #3</b>	<b>Week beg 19 August</b>	<b>PAIR PRESENTATIONS SESSION (1) (Compulsory Assessment)</b>	
6	19 August	<p><b>Tuesday 20 August</b> Pricing Strategies – Part 1 <i>Dr Ismail Shaheer</i></p> <p><b>Wednesday 21 August</b> Pricing Strategies – Part 2 <i>Dr Ismail Shaheer</i></p>	<p>Chapters 13 &amp; 14</p>
<b>Tutorial #4</b>	<b>Week beg 26 August</b>	<b>PAIR PRESENTATIONS SESSION (2) (Compulsory Assessment)</b>	
7	26 August	<p><b>Tuesday 27 August</b> Marketing Communications – Part 1 <i>Dr Ismail Shaheer</i></p> <p><b>Wednesday 28 August</b> Marketing Communications – Part 2 <i>Dr Ismail Shaheer</i></p>	<p>Chapters 18 &amp; 19</p>
<b>Mid Semester Break</b> <b>2<sup>nd</sup> – 6<sup>th</sup> September</b>			
8	9 September	<p><b>Tuesday 10 September</b> Measuring Marketing Performance <i>Dr Ismail Shaheer</i></p>	<p>Chapter 22</p>

		<b>Wednesday 11 September</b> Marketing Strategies <i>Dr Masoud Karami</i>	Chapter 2
<b>Tutorial #5</b>	<b>Week beg 16 September</b>	<b>PREPARING A MARKETING PLAN</b>	
9	16 September	<b>Tuesday 17 September</b> <b>Terms Test (Compulsory)–During Lecture Time</b>  <b>Wednesday 18 September</b> Ethical Marketing <i>Dr Rob Thomson</i>	Chapter 4
10	23 September	<b>Tuesday 24 September</b> Sports Marketing <i>Dr Rob Thomson</i>  <b>Wednesday 25 September</b> Personal Selling & Sales Management <i>Dr Mathew Parackal</i>	Chapter 21
11	30 September	<b>Tuesday 1 October</b> Services Marketing <i>Dr Mathew Parackal</i>  <b>Wednesday 2 October</b> Digital Marketing <i>Dr Mathew Parackal</i>	Chapter 12  Chapter 20
<b>MARKETING PLAN (Compulsory) DUE 12pm, FRIDAY 4<sup>th</sup> OCTOBER</b>			
12	7 October	<b>Tuesday 8 October</b> Retailing & Wholesaling <i>Dr Masoud Karami</i>  <b>Wednesday 9 October</b> Social Marketing <i>Dr Wiebke Finkler</i>	Chapter 16  Chapter 4
13	14 October	<b>Tuesday 15 October</b> Branding <i>Dr Ismail Shaheer</i>  <b>Wednesday 16 October</b> Course Review <i>Dr Ismail Shaheer</i>	Chapter 11

**\* First week of Semester 2 is ACADEMIC WEEK 29**  
**Lectures end Friday 18 October**  
**University Exam Period Second Semester Begins Monday 21<sup>st</sup> October until**  
**Saturday 9<sup>th</sup> November.**

## 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 paper
Presentation (Pairs)	Weeks beginning 19 <sup>th</sup> and 26 <sup>th</sup> August	10%	<b><i>In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of assessment.</i></b>
Test – Multiple Choice	Tuesday 17 September during lecture time	20%	
Marketing Plan (Pairs)	Friday 4 <sup>th</sup> October (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 **Tuesday the 17<sup>th</sup> of September during lecture time.**

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 4<sup>th</sup> October, 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
▪ Have a sound managerial perspective on contemporary marketing practice.	✓	✓	✓	✓
▪ Understand theoretical and practical marketing problems and decisions.	✓	✓	✓	✓
▪ Define and discuss key psychological and sociological concepts and processes that relate to consumption behaviour.	✓	✓	✓	✓
▪ Appreciate the internal and external forces that influence decisions.	✓	✓	✓	✓
▪ Understand the marketing mix and how to manage the constituent parts.	✓	✓	✓	✓
▪ Understand industrial, consumer, product and service markets.	✓	✓	✓	✓
▪ Understand the marketing planning process.	✓	✓	✓	✓
	10%	20%	20%	50%

## **Academic Integrity | *Pono-ā-wānanga***

**Students should ensure that all submitted work is their own.** Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

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

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

## **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.