

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

**Full Year
2025**

MART355 Business Project

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*

The key aim of this paper is to provide students with the skills and experience to conduct consultancy-based projects. Teams of students will conduct a 'live' business project tailored to suit individual client needs whilst meeting the broader academic criteria set out for this paper. A client project may encompass a number of tasks mutually agreed between the client, the course leaders and the student team in achieving specified outcomes. Typical projects include activities related to:

- Conducting market research.
- Preparation of a strategic plan.
- Conducting a feasibility study for a proposed new venture.
- The design and implementation of an event, marketing programme or new product/service launch.

The overall objective of this paper is to improve students' confidence and ability to design and carry out marketing management activities in a 'real' and 'live' business setting. As part of the course, students are encouraged to develop an appreciation of marketing challenges and opportunities to be found across a range of contexts and organisations, thus emphasising the transferability of generic approaches.

As such, students enrolled on this course are expected to be proactive in problem solving, be very good at project management and have excellent interpersonal skills. In effect, you will be taking on a consultancy role.

As is the case with most real business challenges, students are required to collect primary research as evidence to back up their recommendations and convince their client that this is the best course of action.

Full Year

0.3 EFTS

36 points

Prerequisites: (MART201, MART202, MART203 AND MART307 with an average of B across all papers) or (MART212, and two of MART201, MART210, MART211 with an average of B across all papers).

Teaching Staff | *Kaiako*

Course Leader and Lecturer

Name: Associate Professor Kirsten Robertson
Office: OBS 4.29
Email: kirsten.robertson@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: Professor Maree Thyne
Office: TBA
Email: maree.thyne@otago.ac.nz
Office Hours: Please email for an appointment

Paper Administrator

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

You should contact Cathie Child 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 | *Mōhihio akoranga*

Lecture Day/Time: Monday 2:00-4:00pm

Room: Please refer to your eVision timetable

Students will form teams and be assigned a business client for whom they are expected to carry out a practical marketing project under the guidance of the lecturers on the paper. Classes will involve practical and interactive workshops to assist with completing the projects successfully.

For most projects a three-stage approach is followed:

- The first stage involves an 'issues' focussed meeting with the client and subsequent preparation of a detailed proposal. This forms the blueprint of the project. The lecturer will be present at that meeting as an observer (and support if needed) but the student team is responsible for setting the agenda and running the meeting.
- The second stage normally involves some hands-on research collecting both secondary and primary research.
- The final stage involves consideration of alternative strategies/solutions and appropriate recommendations to the client, based on the evidence you have collected.

Client companies and organisations have already been pre-selected and topics loosely agreed and a brief description of each project will be circulated to students. The department has assessed the suitability of each project and clarified the issues with the client at a general level. Whilst the very broad boundaries of the

project have been determined, it is the student team's task to scope the project and prepare a very detailed proposal.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper 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

Expectations and Workload | *Te Nui o te Mahi*

MART355 is a 36-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 360 hours on this subject over the duration of the year.

The majority of work is outside of the two timetabled hours and it is anticipated each team member will spend at least an additional 10 hours per week on the project.

To put this into perspective, the client can expect to receive a report that has collectively taken a team of three between 900 and 1000 hours to prepare.

Calendar | *Maramataka*

Semester One

Week	Week Commencing*	Topic
1	24 Feb	Introduction to the Course <ul style="list-style-type: none">• Icebreaker activities• Meet previous students• Overview of projects
2	3 March	Breaking Projects Down: Class Exercise: For each project, consider the following: <ul style="list-style-type: none">• What is the problem?• What might be causing the problem?• What academic literature streams might provide insight into factors contributing to the problem?• What does the client need to know (i.e., what is the actual problem)? Homework: <ul style="list-style-type: none">• Finalise your project selection.
3	10 March	Finalising Teams and Projects <ul style="list-style-type: none">• Team formation and introductions• Literature searching Class Exercise: Review and critique previous projects: <ul style="list-style-type: none">• What problem did the project address?• What academic literature streams were used to inform understanding of the problem?• How was the method justified?• What recommendations and collateral were provided to the client? Homework: For your project: <ul style="list-style-type: none">• Identify key search terms for your project.• Determine which industry reports might be relevant.• Find at least 10 key academic readings that will inform your situational analysis and compile a proposed

		reference list. Present this information on a PowerPoint slide.
4	17 March	<p>Developing a Proposal</p> <ul style="list-style-type: none"> • Situation analysis (to inform the problem statement and research questions) • Problem statement <p>Class Exercise: Discussion on key/pertinent readings.</p> <p>Homework:</p> <ul style="list-style-type: none"> • Decide on the sections to include in your situational analysis. • Allocate team members to work on each section. • Summarise your decisions on a single PowerPoint slide.
5	24 March	<p>Developing the Research Question(s)</p> <ul style="list-style-type: none"> • Research methods • Client approval <p>Class Exercise: Proposed structure for the situational analysis.</p> <p>Homework:</p> <ul style="list-style-type: none"> • Write your proposal.
6	31 March	<p>Proposal development</p> <p>Class Exercise:</p> <ul style="list-style-type: none"> • In-class proposal development <p>Homework: Work on your proposal.</p>
7	7 April	<p>Proposal development</p> <p>Class Exercise:</p> <ul style="list-style-type: none"> • In-class proposal development

		<p>Homework:</p> <p>Work on your proposal.</p>
8	14 April	<p>Developing your presentation</p> <p>Class Exercise:</p> <ul style="list-style-type: none"> • In-class proposal development <p>Homework:</p> <ul style="list-style-type: none"> • Develop your presentation.
<p>18th April Good Friday 21st to 25th April Mid-Semester Break 22nd April Otago Anniversary Day observed 25th April ANZAC Day</p>		
9	28 April	<p>Presentation 1 (Proposal):</p> <ul style="list-style-type: none"> • Situational Analysis • Problem Statement • Suggested Method <p>Homework:</p> <ul style="list-style-type: none"> • Refine your method based on presentation feedback.
10	5 May	<p>Presentation 1 (Proposal):</p> <ul style="list-style-type: none"> • Situational Analysis • Problem Statement • Suggested Method <p>Homework:</p> <ul style="list-style-type: none"> • Refine your method based on presentation feedback.
11	12 May	<p>Data analysis techniques and tools</p> <p>Milestone 1:</p> <ul style="list-style-type: none"> • Proposal: The situational analysis and problem statement should be fully written by this point. <p>Class Exercise:</p>

		<ul style="list-style-type: none"> Discuss / brainstorm refined method based on feedback from Presentation 1. <p>Homework:</p> <ul style="list-style-type: none"> Seek client feedback/approval on the proposed method. Begin data collection and analysis once approval is acquired.
12	19 May	<p>In-Class Workshop:</p> <ul style="list-style-type: none"> Data collection and analysis <p>Homework:</p> <ul style="list-style-type: none"> Continue data collection and analysis
13	26 May	<p>In-Class Workshop:</p> <ul style="list-style-type: none"> Data collection and analysis <p>Homework:</p> <ul style="list-style-type: none"> Continue data collection and analysis

Semester Two

Week	Week Commencing*	Topic
14	14 July	<p>In-Class Workshop:</p> <ul style="list-style-type: none"> Data collection and analysis <p>Homework:</p> <ul style="list-style-type: none"> Continue data collection and analysis
15	21 July	<p>In-Class Workshop:</p> <ul style="list-style-type: none"> Data collection and analysis <p>Homework:</p> <ul style="list-style-type: none"> Continue data collection and analysis

16	28 July	<p>In-Class Workshop:</p> <ul style="list-style-type: none"> • Data collection and analysis <p>Homework:</p> <ul style="list-style-type: none"> • Continue data collection and analysis
17	4 August	<p>In-Class Workshop:</p> <ul style="list-style-type: none"> • Data collection and analysis <p>Homework:</p> <ul style="list-style-type: none"> • Continue data collection and analysis
18	11 August	<p>In-Class Workshop:</p> <ul style="list-style-type: none"> • Data collection and analysis <p>Homework:</p> <ul style="list-style-type: none"> • Continue data collection and analysis
19	18 August	<p>Presentation 2 (Findings):</p> <ul style="list-style-type: none"> • Provisional Findings • Provisional Recommendations
20	25 August	<p>Presentation 2 (Findings):</p> <ul style="list-style-type: none"> • Provisional Findings • Provisional Recommendations
1st to 5th September Mid-Semester Break		
21	8 September	<p>Recommendations and Collateral:</p> <p>Homework:</p> <ul style="list-style-type: none"> • Continue working on recommendations and collateral.
22	15 September	<p>Recommendations and Collateral:</p>

		Homework: <ul style="list-style-type: none"> Continue working on recommendations and collateral.
23	22 September	Recommendations and Collateral: Homework: <ul style="list-style-type: none"> Continue working on recommendations and collateral.
24	29 September	Final Presentation Workshop
25	6 October	<u>Presentations to Clients</u>
26	13 October	<u>Final Report Submission</u>

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
Presentation of the proposal <ul style="list-style-type: none"> Situational Analysis Problem Statement Suggested Method	28 th April and 5 th May	20
Presentation of the provisional findings <ul style="list-style-type: none"> Provisional Findings Provisional Recommendations	18 th and 25 th August	20
Presentation to Client	Week of 6 th October	20
Final Written Report	5:00pm, 15 th October	40

Assessment Format

Once each team has been assigned a client organisation they will prepare a detailed proposal describing the work they intend to carry out for the client over the year. The proposal will include: a detailed situational analysis identifying and profiling key features about the organisations and the external factors affecting it; the problem; proposed method to address the problem; a detailed budget, specified milestones and review points, completion dates, and expected outcomes. The proposal will be presented during class time and assessed. This will also provide an opportunity to have the proposal reviewed by both lectures. Students will then proceed to carry out the work detailed in the proposal. Any deviation(s) must be discussed with, and

agreed in advance with, the group's supervisor. This stage involves researching evidence to substantiate your proposed course of action. **Any research that is to be carried out must be in accordance with the University's ethical guidelines and have the prior approval of the Marketing Department's ethical committee.** It can take up to 10 working days to gain approval. Finally, the completed project is compiled and submitted.

Deadlines are shown on the assessment schedule above. The course material will be graded at a number of stages.

- The presentation of the proposal contributes 20% towards the final grade. The presentations will take place in class time. Until your proposal has been approved by the course leaders it must not go to the client.
- The presentation of the provisional findings contributes 20% towards the final grade. The presentations will also take place in class time.
- The Final Report contributes 40% of the final grade. The written report is due by 5:00pm on Wednesday the 15th of October. Until this report has been approved by the course leaders it must not go to the client.
- The presentation of your report to the client contributes 20% towards the final grade.

Students **should document** the work they do. Keeping minutes of all meetings, action points and a diary of activities is good practice. Feedback on progress will be provided by your supervisor on a regular basis. Weekly meetings will be arranged with your supervisor for each group.

All work will be graded by your supervisor on this course. Students will be awarded a single grade based on overall team performance, unless the supervisor considers it necessary to do otherwise. For this course it is a requirement to complete a peer assessment form after the proposals have been submitted and again at the end of the course.

OTHER RELEVANT INFORMATION:

The key to getting a high grade in this paper is solid project management skills. Students need to maintain a steady work input throughout the year within their team and attend all scheduled workshops.

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	Proposal presentation	Prelim Findings presentation	Final written Report	Presentation of Final Report	Total
Analyse issues logically and critically, to challenge conventional assumptions, to consider different options and viewpoints, and make informed recommendations in a business setting.	X	X	X	X	
Effectively communicate information, arguments, and research in a presentation.	X	X		X	
Effectively communicate information, arguments, and research in a written business project.			X		
Demonstrate the ability to acquire new knowledge and new skills, the capacity for self-directed activity and ability to work independently	X	X	X	X	
Demonstrate the ability to work effectively as a member of a team.	X	X	X	X	
Total	20	20	40	20	100%

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: MART355 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.