

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua  
2024

### MART333 Creative Marketing Communication

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 course focuses on creativity in the context of marketing communication including mobile and multi-media contexts, and the design of creative marketing content. The paper is a project-driven paper for students interested in creative marketing strategies, and content production with a particular focus on filmmaking. As an increasingly important aspect of creative marketing, videography plays an important role in strategic marketing. In addition, user-generated content now provides a major medium of communication for social and brand-related information. The paper has a special focus on how to use creative marketing for good to foster sustainable development, environmental conservation and social change. Understanding how to create marketing content and how to use it in a variety of contexts will provide students with contemporary skills that are increasingly sought after by business, academic and social agencies.

**Semester Two**

**0.15 EFTS**

**18 points**

**Prerequisites: 54 200 Level Points**

#### Teaching Staff | *Kaiako*

##### Paper Coordinator/ Lecturer

**Name:** Dr Wiebke Finkler  
**Office:** OBS 4.19  
**Email:** [wiebke.finkler@otago.ac.nz](mailto:wiebke.finkler@otago.ac.nz)  
**Office Hours:** Monday 1-2pm

##### Paper Administrator

**Name:** Cathie Child  
**Office:** OBS 4.42  
**Email:** [cathie.child@otago.ac.nz](mailto:cathie.child@otago.ac.nz)  
**Office Hours:** Please refer to Blackboard

## Tutor

Name: Harsh Khatwani  
Office: TBC  
Email: harsh.khatwani@postgrad.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 | *Mōhiohio akoranga*

**Lecture Day/Time:** Monday 12:00 – 12:50

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

**Labs Day/Time:** Tuesdays; Refer to your eVision timetable

Every week students must attend one 50 minute lecture and one 110 minute workshop in the lab. Lab attendance is compulsory and is a **term requirement** to pass MART333. Labs are interactive workshops. Failure to attend and actively participate in the labs will result in a fail for this paper.

**Lectures** present the key conceptual material and are presented in a hybrid format consisting of both on-campus live lectures and pre-recorded online modules. Lectures are supported by additional content provided such as readings and other multimedia content. Due to the industry and applied elements taught in the paper we cannot guarantee that lectures can be recorded, so lecture attendance is required at all live lectures.

**Workshop style labs** are interactive, collaborative in-person sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment. These workshop style labs start in the **SECOND** week of the semester and are taught face-to-face. You will be allocated to a workshop stream and this will be available in eVision. You cannot change your allocated stream without course administrator approval and attendance is compulsory. These sessions are the practical part of the course, where you will develop software and conceptual skills that are sought after by employers of marketers, and are also useful for entrepreneurs running a small business. Note that the Labs will require students to produce a digital portfolio throughout the course. The majority of the assignments will be working in groups. As such late entries for the course beyond the departmental due dates will not be accepted.

As noted in the schedule, each lecture is organised around a weekly theme, in the contexts of creative marketing communication projects. Lectures provide both theoretical frameworks as well as practical briefings. The labs serve as practical hands-on sessions in which students can practice concepts presented at lectures in a supportive and interactive environment. Labs will teach practical content production skills focused on advertisements and video production techniques (storyboarding, camera techniques, video editing and sound production).

**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**

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*

MART333 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.

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Labs **
1	15 July	<b>Lecture 1:</b> Course Outline & Introduction to Creative Marketing	<i>No Lab</i>
2	22 July	<b>Lecture 2:</b> Visual Storytelling and Photography 101 (Assessment 1)	<i>Lab 1</i>
3	29 July	<b>Lecture 3:</b> Industry Speaker Amanda Howe, Commercial Communications Council NZ <i>Assessment One due 5pm Wed 31<sup>st</sup> Jul</i>	<i>Lab 2</i>
4	5 August	<b>Lecture 4:</b> Foundational research, creative concept development and pitching your creative idea (Assessment 2)	<i>Lab 3</i> <i>OBS 4.25 **</i>
5	12 August	<b>Lecture 5:</b> Designing posters. Text & Graphics 101. (Assessment 3 & Assessment 4)	<i>Lab 4</i> <i>OBS 4.25 **</i>
6	19 August	<b>Lecture 6:</b> Foundational Camera techniques. Video editing introduction (Assessment 3 & Assessment 4) <i>Assessment Two due in Lab 6 on 20<sup>th</sup> Aug</i>	<i>Lab 5</i>
7	26 August	<b>Lecture 7:</b> Audio & sound for creative marketing (Assessment 3)	<i>Lab 6</i>
<b>Mid Semester Break</b> <b>2<sup>nd</sup> – 6<sup>th</sup> September</b>			
8	9 September	<b>Lecture 8:</b> Guest Lecture	<i>Lab 7</i>
9	16 September	<b>Lecture 9:</b> Advanced video production techniques <i>Assessment Three due 5pm 18<sup>th</sup> Sep</i>	<i>Lab 8</i> <i>OBS 4.25 **</i>
10	23 September	<b>Lecture 10:</b> Advanced video editing <i>Assessment Four #1 due in Lab 9 on 24<sup>th</sup> Sep</i>	<i>Lab 9</i> <i>OBS 4.25 **</i>
11	30 September	<b>Lecture 11:</b> Getting your creative content ready for publication. Assessment 3 Feedback <i>Assessment Four #2 due in Lab 10 on 31<sup>st</sup> Sep</i>	<i>Lab 10</i> <i>OBS 4.25 **</i>
12	7 October	<b>Lecture 12:</b> Creative consultation session. <i>Assessment Four #3 due in Lab 11 on 8<sup>th</sup> Oct</i>	<i>Lab 11 CL</i>

		<i>Assessment Four #4 Video Commercial due 5pm 10<sup>th</sup> Oct</i>	
13	14 October	<b>Lecture 13:</b> Video Commercial Premiere & Course Wrap. <i>Assessment Four #4 due 5pm 15<sup>th</sup> of Oct</i>	<i>No Lab</i>

**\*\* MART333 labs held either in your allocated computer lab (CL) or in OBS 4.25 Otago Business School. Ensure to check course outlines each week.**

**\* 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
<b>Individual Assessment One: Storytelling.</b> Write short story, take 3 photos to visualize.	5pm Wednesday 31st of July	20%	Lab attendance is compulsory and is a term requirement to pass MART333. Failure to attend labs without official justification will result in a fail of the paper.
<b>Group Assessment Two: Creative brief and pitch.</b> Based on your foundational research insights develop a creative brief for your project. Pitch in a 5min presentation.	During Lab 6 on 20 <sup>th</sup> of August	20%	
<b>Group Assessment Three:</b> Produce a (1) poster advert, and (2) Vlog Pitch. Evaluate and refine poster.	5pm Wednesday 18 <sup>th</sup> September	20%	
<b>Group Assessment Four:</b> Produce strategic video commercial (30-60sec). Evaluate and refine.	Assessment elements: class contribution, and creative skills. <u>#1 Video Storyboard/Script Presentation</u> during <b>Lab 9 on 24<sup>th</sup> Sep</b> in allocated lab stream	40% split:  5%	

	<p><u># 2 Rough Cut Presentation</u> during <b>Lab 10 on 31st Sep</b> in allocated lab stream</p> <p>5%</p>	
	<p><u>#3 Fine-cut Presentation</u> during <b>Lab 11 on 8<sup>th</sup> Oct</b> in allocated lab stream. Unedited making-of video footage (60sec) due in Lab 11.</p> <p>5%</p>	
	<p><u>#4 Premiere video, screening and evaluation/refinement</u></p> <ul style="list-style-type: none"> <li>• <b>Assessment Four #4 Video Commercial due 5pm 10<sup>th</sup> Oct</b></li> <li>• <b>Premiere Monday 14<sup>th</sup> Oct 12-1pm</b></li> <li>• <b>Evaluation &amp; refinement report due 5pm Tue 15<sup>th</sup> Oct</b></li> </ul> <p>25%</p>	
TOTAL		100%

### Course Requirements

Lab attendance is compulsory and is a **term requirement** to pass MART333. Labs are interactive workshops. Failure to attend and actively participate in ALL labs will result in a fail for this paper.

### Assessment Format

Included detailed information about Assessment here.

### 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 you 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	One Assessment	Two Assessment	Three Assessment	Four Assessment	Total
Tell visual stories for creative marketing & advertising.	X		X	X	
Productively apply academic theory to advertising planning and creativity.		X	X	X	
Apply creative marketing for social and environmental benefits.		X	X	X	
Have produced a portfolio of creative marketing interventions.			X	X	
<b>Total</b>	20	20	20	40	100

## 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.