MART 463 Food Marketing

COURSE OUTLINE

Semester One, 2017
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The University of Otago’s Graduate Profile

All graduates of the University of Otago are expected to have the graduate profile in the box below. Not all of that profile is expected to be included in any one paper. This paper will focus on the italicized items.

Graduate attributes
All University of Otago graduates will possess a deep, coherent and extensive knowledge of at least one discipline, coupled with knowledge of the fundamental contribution of research to that discipline. In addition, all Otago graduates will possess, to varying degrees, the following sets of attributes:
These attributes involve substantial affective elements:

Global perspective
Appreciation of global perspectives in the chosen discipline(s) and the nature of global citizenship

Interdisciplinary perspective
Commitment to intellectual openness and curiosity, and the awareness of the limits of current knowledge and of the links amongst disciplines

Lifelong learning
Commitment to the on-going acquisition of new knowledge and new skills, and an ability to apply these to an ever-changing environment

Scholarship
Commitment to the fundamental importance of the acquisition and development of knowledge and understanding
These attributes include those most often sought by employers:

Communication
Ability to communicate information, arguments and analyses effectively, both orally and in writing

Critical thinking
Ability to analyse issues logically, to challenge conventional assumptions, to consider different options and viewpoints, make informed decisions and act with flexibility, adaptability and creativity

Cultural understanding
Knowledge and appreciation of biculturalism within the framework of the Treaty of Waitangi; knowledge and appreciation of multiculturalism; and an ability to apply such knowledge in a culturally appropriate manner.

Ethics
Knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community

Environmental literacy
Basic understanding of the principles that govern natural systems, the effects of human activity on these systems, and the cultures and economies that interact with those systems

Information literacy
Ability to apply specific skills in acquiring, organising, analysing, evaluating and presenting information, in particular recognising the increasing prominence of digital-based activity

Research
Ability to conduct research by recognising when information is needed, and locating, retrieving, evaluating and using it effectively

Self-motivation
Capacity for self-directed activity and the ability to work independently

Teamwork
Ability to work effectively as both a team leader and a team member
MART 463 Food Marketing

Paper Description and Aims

MART 463 ‘Food Marketing’ examines the specific features of food marketing that are driven by the specific nature of food itself and its place in society and culture. The paper aims to familiarise students with the ‘low involvement’ processes that drive consumer learning and choice, along with industry’s responses to them.

Learning Outcomes

Upon successful completion of this paper, you should be able to:

- Understand the features that make food unique as a world consumer market.
- Understand how the food industry is configured to address these features.
- Understand the nature of low involvement consumer learning and decision processes when applied to food products.
- Understand how communications within the point of sale environment on the Web and elsewhere can be managed to influence these processes.
- Develop a structured and integrated communication process, involving both point of sale and remote elements, for a specific food product
- Understand how food retailing is organised, and the importance of category management
- Understand the basic requirements of food service marketing.
- Understand the nature of market power in the food industry
- Understand the role of domestic and international politics in food markets.

Teaching Staff

Paper Coordinator /Lecturer
Name: Dr. Robert Hamlin
Office: Rm 4:20, Commerce Building
Email: rob.hamlin@otago.ac.nz
Office Hours: TBA

Lecturer
Name: Dr. David Bishop
Office: Rm 4.18, Commerce Building
Email: david.bishop@otago.ac.nz
Office Hours: TBA

You should contact Dr. Rob Hamlin with any administrative enquires about the paper.

All requests for late submissions of assignments should be addressed to the programme directors.
Dr Leah Watkins (MMart programme director)
Email: leah.watkins@otago.ac.nz
Associate Professor Lisa McNeill (Honours, PGDip programme director)
Email: lisa.mcneill@otago.ac.nz
Course Delivery

Lecture Day/Time: Thursday 10-12pm & 1-3pm
Room: 4.26, Commerce Building

Every week students must attend two, two hour seminars a week. Students will also have to present their reports to a board in the seventh week of the course.

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

Course Calendar The course calendar (in this outline) details scheduling information. Note that this calendar may change as the course proceeds, but every attempt will be made to avoid this. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all seminars to gain full benefit from the course. Readings are given when appropriate the week before the relevant class. These readings are not extensive, but students are expected to have read them!

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a seminar are expected to catch up on missed material. This course contains no examination component

Expectations and Workload

MART463 is a 20 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 200 hours on this subject over the duration of the semester.

This course places a reliance on the capacity of graduate students to work independently individually and also harmoniously as a group, and to plan some weeks ahead of any potential workload peak. If this is done, then the workload can comfortably be achieved. If not, then individuals and groups may experience some pretty hefty work spikes from time to time!

Course Learning Resources

MART 463 does not have a set text. Readings will be provided as necessary. Some requirement for independent study of topics both within and beyond the academic literature is expected. Other materials will be supplied as required.
Blackboard

Blackboard [https://blackboard.otago.ac.nz/](https://blackboard.otago.ac.nz/) provides you with access to course materials, class notices, and resources. Blackboard is used to email the whole class so it is important that you check your student email and Blackboard regularly.

**Student Webmail**

**IMPORTANT - DO THIS NOW:**
Forward your University email address to an email address that you use regularly as follows:

1. [Log into your StudentMail account](#) using your student username and password
2. Click **Cog button (top right corner)** > **Options**
3. Under **Account**, select the **Forward your email** shortcut under the **Short Cuts** menu on the right side of the screen.
4. Under the Forwarding heading, type in the email address you want your email to be forwarded to. You can also choose to have a copy of these emails kept on your StudentMail account, so please check the box if you would like this.
5. Click the **Start forwarding** button.
**Assessment**

This course contains no examinable materials. All significant 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.*

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Due date</th>
<th>% of final grade</th>
<th>Requirements to pass this paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual essay</td>
<td>March 22(^{nd})</td>
<td>50%</td>
<td>Overall grade of 50% or more</td>
</tr>
<tr>
<td>Group client report and presentation</td>
<td>April 12(^{th})</td>
<td>50%</td>
<td>Overall grade of 50% or more</td>
</tr>
</tbody>
</table>

**Course Requirements**

*An overall grade of 50% or more is required to pass this course.*

**Assessment Format**

The assessment of this course comes in two parts: the first is an individual theoretical essay and the second is an applied group project. The assignments have been designed to spread the workload as evenly as possible over the seven weeks of the course delivery period.

1) Individual essay (50%).

This is an individual essay exercise. An essay is NOT a literature review. See here for a good resource for how to write essays: [https://en.oxforddictionaries.com/writing-essays](https://en.oxforddictionaries.com/writing-essays), and here for a rather more direct analysis of the process: [http://writingcenter.fas.harvard.edu/pages/strategies-essay-writing](http://writingcenter.fas.harvard.edu/pages/strategies-essay-writing). You may consider a full reading of these two websites to be your first assigned reading. This year the essay title is:

“Gigerenzer’s Homo Heuristicus – Can they be found in the supermarket aisle?”

In this essay you should consider the two articles below:


And the two related articles:


All these articles can be accessed as ‘.pdf’ files via the library’s article and journal databases. You will need a library username and password to access the journals database.

Your objective is to provide a definite reasoned answer, one way or the other, to the question above. You may introduce supporting and linking evidence but you are restricted to SIX further formal citations in addition to these four, for a total of ten. There is a word limit of 4,000 words including references. Appendices are not permitted.

Scientific essays are now a rare format in marketing or any other University discipline – and more’s the pity. However, they are the vehicle of choice of the majority of influential popular scientists. An essay by the paleontologist Stephen Jay Gould will be given to you in the first class attached as a ‘style guide’. They are essentially a story with a beginning a middle and an end. Dozens of examples of Gould’s work have been read in their entirety by millions – the average academic paper probably only gets read from cover to cover by a couple of dozen (including the author’s mother). Go figure which is the most influential format.

You may think that the fourth article states the lecturer’s position and the stance, and that you should take that stance too. However, this article is now more than six years old - and positions change. You will be marked purely on the quality of YOUR arguments as they are presented, not in the degree to which you agree with the lecturer/marker or any other ‘guru’.

Your work will be graded on:

a) The ‘watertightness’ of the arguments
b) Synthesis of the material - or what value have YOU added to it). In order to add value you HAVE to take a position.
c) Coherent storyline and good logical development.
d) Capacity to interest and engage the reader.

Each carries pretty much equal weight. As it is a subjective exercise, I will get these blind cross marked by a third party. The essay is due on 22nd. March at 4.00 pm.

2) Group client report and presentation (50% = 25% report + 25% presentation)

You are to create an integrated web communications strategy and a set of concept web communication designs for a client who will brief the class on March 9th between 3.15-4.00 pm. These designs are to be handed in by groups on March 31st at 4.00 pm. They are to be accompanied by a draft report outlining how this set of designs will address the brief and achieve the client’s objectives. The full set of designs will form an appendix to this document. The draft report will be graded and handed back with feedback in the same week. These comments may be used to produce
a final version of the report, which will not be graded, but will support the final presentation which carries its own grade.

On April 11\textsuperscript{th} at 4.00 pm, the final version of the fully developed designs and the 10-12(max) page report are due into the course lecturer’s pigeonhole. This material will be distributed to the client/board that evening (Board = client, lecturer, supermarket owner plus 1-2 others). On April 12\textsuperscript{th}, each group will present their strategy and designs to the client and Board. The presentation will be for 15 minutes and 15 minutes for questioning. The Board will assess the presentations and the reports as an integrated whole.

The client this year is Hammerhead Foods, a small local company that manufactures a range of food salt and spice blends, slow cooker flavour bases and gourmet ingredient products. See here for the Hammerhead Foods website (http://hammerheadfoods.co.nz/) The Company is expanding by entering individual New World Stores and small specialist high end retailers, plus some food service. The company is happy with their packaging, but are seeking guidance as to how best to establish an effective Web presence that will support and enhance their growth.

It will be your task to review the Company’s current Web activities/assets and to suggest a strategic plan to make this web presence/support more effective. There are two deliverables:

1) A 10-12 (max) page report, plus design/maps/storyboards as appendices.
2) A 15 minute presentation, followed by a 15 minute Q & A session, with a Board.

\textit{Report & designs}

The report/designs document should contain the following elements:

1) A review of the company’s current web assets and how they relate to the company’s products, related communications and the behaviour of their target market(s). (20\% of grade)
2) A strategic communications plan that shows how the Web could be used specifically to support and improve the company’s communications and increase sales by targeting the desired market segments. This web presence would include a web page, but may (and almost certainly will) also incorporate other social media elements such as Facebook. You may also suggest ways that packaging etc. could also be used to support web based assets and vice-versa. (40\% of grade)
3) A series of ‘blueprints’ of each element of web communication. For a website this would include a map of the website with storyboards and individual designs for the more important individual pages (These graphic items may be included as an appendix over and above the 12 page limit). These graphic items should be supported within the report by a commentary that describes how the website or other web activity complements existing assets, matches target consumer behaviour and supports sales. (40\% of grade)

Overall we are looking for integration – is this a coherent plan to maximise the power of the Web for this specific company and its existing assets/activities? Or is it just a ‘wish list’ of unassociated individual Web elements and activities?
Presentation and Q&A

The presentation has a specific function. It is here that you will 'sell' your outputs to the Board. The presentation is thus not a summary presentation of your report, but a commercial 'sales pitch' for you to demonstrate the value of what you have created. To a certain degree you are selling yourselves as much as you are selling the material. If you are not personally credible at this point, then your outputs won't be either. You will need to consider what material you should present, and how you will present it in order to create maximum impact. You will be given considerable training and guidance on how to present in such situations (See Course Schedule).

You are not only graded on the presentation, but also on how you respond to subsequent questions on it. It is at this point in any commercial sales pitch that a sale is achieved. Groups should assume a 60/40 allocation of grades between the delivered presentation and Q&A (See grade sheet). While the report is not directly graded at this point, a good supporting document is likely to enhance your presentation and interactions with the Board. Remember, the Board gets these the night before. The grade and feedback sheet used by the Board is attached. These are used to establish the grade and feedback is handed back to students the day after the presentation.

Assignment Submission Procedure

All submissions are by direct submission to the Course lecturer, either in hard copy via their mailbox on the fourth floor and by electronic form via .pdf file e-mail attachment to: rob.hamlin@otago.ac.nz.

Late Assignments

Please refer to the Student Internal Assessment Policy at the back of this course outline.

Referencing Style and Style Guide

For this paper the referencing style is ‘Harvard’. Style guides are also available on the University Library website:
http://www.otago.ac.nz/library/quicklinks/citation/index.html

Maori Language Policy

The University of Otago has a Māori Language Policy which promotes the use of te reo Māori by staff and students. For more detail about this policy and its procedures, go to: http://www.otago.ac.nz/administration/policies/otag0003239

Commerce students who intend to present an assessment or examination in te reo Māori must write to David Cross (Manager of Student Administration, Academic Services: david.cross@otago.ac.nz), who will then inform the Head of Department (HoD). This must be done at the beginning of the paper (within the first three weeks of the semester) to allow sufficient time for suitable arrangements to be made for marking, including translation and external assessment (if necessary).
Presentation grading schedule

(One sheet for each Board member, final grades by average)

Presenters

Presentation content/10 _______________________
Organisation of presentation/10 _______________________
Manner of Delivery/10 _______________________
Responses to questions/20 _______________________

Comments

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
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Quality Assurance

At the Otago Business School we monitor the quality of student learning and your learning experience. Your assessed work may be used for assurance of learning processes, such as evaluating the level of achievement of learning outcomes, with the aim of improving the quality of our programmes. All material used for quality assurance purposes will be treated as confidential and the outcome will not affect your grades.

Learning Outcomes

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Assessment 1</th>
<th>Assessment 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understand the features that make food unique as a world consumer market.</td>
<td>10%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Understand the nature of low involvement consumer learning and decision processes when applied to food products.</td>
<td>30%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Understand how communications within the point of sale environment and elsewhere can be managed to influence these processes.</td>
<td>10%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Develop a structured point of sale communication and design process for a specific food product</td>
<td>20%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Understand how food retailing is organised and the importance of category management</td>
<td>20%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50%</td>
<td>50%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Grading System

The grading scheme used at Otago is:

- A+ 90-100
- A 85-89
- A- 80-84
- B+ 75-79
- B 70-74
- B- 65-69
- C+ 60-64
- C 55-59
- C- 50-54
- D 40-49
- E <40
Academic Integrity

**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 paper, 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: [http://www.otago.ac.nz/study/academicintegrity/index.html](http://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 inks and suggestions as to where students can get help with referencing issues.

[http://www.otago.ac.nz/administration/policies/otago116838.html](http://www.otago.ac.nz/administration/policies/otago116838.html)

[http://www.otago.ac.nz/administration/policies/otago116850.html](http://www.otago.ac.nz/administration/policies/otago116850.html)

[www.otago.ac.nz/study/academicintegrity](http://www.otago.ac.nz/study/academicintegrity)
## Course Calendar

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 March (10-12)</td>
<td>Course introduction &amp; questions (30 minutes, Rm 6:26)</td>
<td>See notes for Ass. 1</td>
</tr>
<tr>
<td>2</td>
<td>9 March (10-12)</td>
<td>Food products: Why are they different? The retail food purchase decision process</td>
<td>See notes for Ass. 1</td>
</tr>
<tr>
<td>2</td>
<td>9 March (1-3)</td>
<td>The retail food purchase decision process cont.</td>
<td>See notes for Ass. 1</td>
</tr>
<tr>
<td>2</td>
<td>9 March (2.15-3)</td>
<td>Client briefing</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>16 March (10-12)</td>
<td>The retail point of sale environment</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>16 March (1-3)</td>
<td>Integrating point of sale and remote communications.</td>
<td></td>
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<tr>
<td>3</td>
<td>22 March (4.00 pm)</td>
<td>Individual essays due</td>
<td></td>
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<tr>
<td>4</td>
<td>23 March (10-12)</td>
<td>Primary food producer issues – Companies and cooperatives</td>
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<tr>
<td>4</td>
<td>23 March (1-3)</td>
<td>Foodservice &amp; restaurants</td>
<td></td>
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<tr>
<td>5</td>
<td>30 March (10-12)</td>
<td>The internet as a food marketing tool</td>
<td></td>
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<tr>
<td>5</td>
<td>30 March (1-3)</td>
<td>Food, politics and power – International and export food.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>31 March (4.00 pm)</td>
<td>Group reports and designs in .pdf file format due into lecturer’s e-mail 12.00 pm</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6 April (10-12)</td>
<td>Commercial presentations practice and training (1)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6 April (1-3)</td>
<td>Commercial presentations practice and training (2)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>12 April (4.00 pm)</td>
<td>Final sales reports and designs due</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>13 April (1-3)</td>
<td>Group presentations</td>
<td></td>
</tr>
</tbody>
</table>

* First week of Semester 1 is ACADEMIC WEEK 9
Student Learning Support and Information

Student Charter
http://www.otago.ac.nz/about/otago005275.html

Guidelines for Learning at Otago
http://hedc.otago.ac.nz/hedc/learning/

Student Learning Centre
The Student Learning Centre, which is part of the Higher Education Development Centre, provides learning support, free of charge, to ALL enrolled students. Their services include:

- a workshop programme designed to help students to improve their learning strategies and their generic skills;
- individual assistance with learning issues;
- on-line study skills advice;
- a student leadership programme
- a student-led peer support programme for students of all ages and backgrounds.
- conversational English groups for students from a non-English speaking background

The Centre also provides two very helpful study guides, “Guidelines for Writing and Editing” and “Writing University Assignments” and these are available on the SLC website. http://slc.otago.ac.nz/

Library Support
The Library website http://www.otago.ac.nz/library provides access to resources and services, including group room bookings, library hours and locations, past exam papers, subject guides, article databases and more.

If you need assistance either check out the self-help guides http://otago.libguides.com/selfhelp, or ask Library staff at the ground floor service desks, or email ask.library@otago.ac.nz

Māori Student Support
Kaiārahi Māori
Contact Emere Leitch-Munro
Email: kaiarahi.obs@otago.ac.nz

Pacific Islands’ Student Academic Advisor
Warm Pacific Greetings
Talofa lava, my name is Esmay Eteuati and my role is to liaise with Academic Departments and Student Services relating to Pacific students’ and their course of study. I support both staff and students in the Business School and have a network of Pacific contacts in other Divisions around the University.
Tel +64 3 479 4756   Email: esmay.eteuati@otago.ac.nz

Marketing Department support person for Maori/Pacific Island students is Mathew Parackal.
Contact Mathew at the following:
Tel 479 7696   Email: mathew.parackal@otago.ac.nz
Equity Advisor
Students are encouraged to seek support if they are having difficulty with their studies due to disability, temporary or permanent impairment, injury or chronic illness. It is important to seek help early, through one of the contacts below:
Mathew Parackal
Email: mathew.parackal@otago.ac.nz
Phone 479 7696

Student Feedback

We encourage your feedback. This can be in the form of contacting staff, participating in course evaluation surveys and communicating with class representatives. Continual improvements will be made to this course based in part on student feedback.

Class Representatives
The class (or student) representative system is an avenue for encouraging communication and consultation between staff and students. It provides you with a vehicle for communicating your views on the teaching and delivery of the paper and provides staff with an opportunity to communicate information and gain constructive feedback from students. It contributes to the development of a sense of community within a department and it adds a further dimension to the range of support services offered to students.

Volunteers for the role of class representatives will be called early in the semester. The OUSA invites all class representatives to a training session, conducted by OUSA, about what it means to be a class representative and some of the possible procedures for dealing with issues that arise. They also provide information on the services that OUSA offers and the role OUSA can play in solving problems that may occur. The OUSA provides support to class representatives during the semester. Departmental staff will also meet with class representatives during the semester to discuss general issues or matters they wish to have considered.

Your class representative's name and contact details will be posted on Blackboard early in the semester.

Concerns about the Course
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

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.
The purpose of this document is to have a consistent policy throughout the department as well as to develop students’ time management skills. It reflects usual practices in the business world in which neither success (here: grades) nor deadlines are negotiable.

1. **Dissemination of Grades** – Regarding internal assessment, the numerical marks will be returned to students via eVision no later than two weeks after the assessment has been submitted. All students are requested to check their marks as they appear on eVision. Any discrepancies should be reported to the course administrator as soon as possible.

2. **Late Assignments** – Assignments received up to 24 hours after the deadline will have 10 marks deducted from the available grade for the piece of assessment (i.e. 78% becomes a 68%). Assignments received between 24 - 48 hours after the deadline will have 20 marks deducted from the available grade. Assignments received 48 hours after the deadline will not be marked and there will be no grade given.

If you are required to submit both an electronic and hardcopy of your assignment both need to be submitted on time. If only one of the versions of your assignment (i.e., hardcopy or electronic) is submitted on time and the other version is submitted late then you will receive half of the penalty associated with the respective late submission.

3. **Extensions** – Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documentary evidence stating nature and length of impairment, family emergency, provincial or national representative activities) by the appropriate paper administrator.

Lecturers are not authorised to give extensions. Only the programme director should be approached. (Leah Watkins and Lisa McNeill are the programme directors).

Computer problems do not constitute an exceptional circumstance unless it is an officially notified failure of university equipment.

4. **Academic Misconduct** – “Academic misconduct is seeking to gain for yourself, or assisting another person to gain, an academic advantage by deception or other unfair means. The most common form of academic misconduct is plagiarism.” Plagiarism is the dishonest use of someone else’s words, facts or ideas, without proper acknowledgement. Most students will include other people’s ideas and information in their work and assignments - such material may be either quoted or digested and used by students. In either case, acknowledgement is essential.

For further information please refer to [http://www.otago.ac.nz/study/academicintegrity/index.html](http://www.otago.ac.nz/study/academicintegrity/index.html).

5. **Problems with group work** – Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve these differences. The tutor will counsel the group, or individuals from the group, on the procedures open to them to resolve group problems (the problem should be raised prior to the work being completed or handed in).

The procedure to be followed is:

i) students should try to resolve the problems within the group without outside assistance.

ii) students should meet with their tutor to endeavour to resolve outstanding issues.

iii) the tutor will arrange for students to meet with the paper administrator who will endeavour to resolve the situation.

This procedure MUST be completed to step iii) before the assignment is submitted for grading. Where there are still unresolved difficulties, step iv) will be implemented.

iv) students will complete a ‘Peer Assessment’ form available from the appropriate paper administrator (which must be submitted to the tutor or paper administrator before any grades are released).

Paper administrators reserve the right to require all students to complete peer assessment forms at any time during and/or after submission of an assessed group project. Should there be differences in the peer assessment forms, the student(s) will be required to either submit in writing to, or meet with a group comprised of their paper administrator and lecturer(s) and others (as deemed appropriate) to provide an explanation for the discrepancy. A differential allocation of grade may result from this process.
UNIVERSITY OF OTAGO
Policy for Special Consideration in Final Exams

*** All applications for special consideration must be dealt with through the examinations office not the department ****

The Special Consideration provisions apply only to final examinations and only where it is clearly documented that a candidate has been prevented from taking an examination through illness or other exceptional circumstances beyond his or her control; or has been seriously impaired by illness or other exceptional circumstances beyond his or her control at the time of, or in the 14 day period immediately prior to the examination itself. Where students have been affected by illness or other exceptional circumstances during the teaching period, they are expected to have informed Heads of Departments directly at the time (not individual lecturers or tutors).

Process

You need to obtain an application form from the University Information Centre or Student Health. You can also download the Application for Special Consideration in Final Examinations form.

If your condition persists and you find that you are still seriously impaired for a later examination, do not submit a second application form, but contact the Examinations Office for advice (+64 3 479 8237).

No special arrangements can be made for candidates who fail to attend examinations at the correct time.

Deadline:
Five calendar days from the date of the last examination for which you are making an application for Special Consideration.

Please Note:
Applications cannot be accepted without supporting documentation such as a medical certificate.

For further information please see: Health Declaration for Special Consideration Application

Absences

1. A student may be offered an aegrotat pass providing:
   (a) their grade for internal assessment is C+ or better and
   (b) the internal grade they have achieved has contained a significant element of individual work as opposed to group assignments (25% of the total grade for the paper).

2. All other cases will be offered a special examination.

3. In some cases that qualify for an aegrotat, it may be relevant to offer the student the choice of an aegrotat or a special examination. For example aegrotats at any stage of the course can have a detrimental effect on a student's ability to qualify for scholarships.

4. Special examinations for Semester One 2017 will be held on (date to be arranged), in the week prior to Semester Two commencement.

   Special examinations for Semester Two 2017 will be held on (date to be arranged), two weeks after cessation of official examination period.

Impaired Performance

1. If the student has no internal assessment there will be no adjustment to the exam mark and only an optional special will be offered.

2. If the student has internal assessment the examination mark may be adjusted by taking account of the discrepancy between the examination and internal marks, with particular attention to individual work for the student in comparison to that for the whole class.

3. In all other circumstances the student will be offered the choice of accepting this mark or sitting a special examination.

4. Once a student accepts to take a special examination the original examination mark is nullified and the result of the special examination replaces the original mark, even if it is lower. Any absence or impairment for the special examination must be covered using the same regulations as apply for normal university examinations.