



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2024

MART306 Market-Led Innovation

Paper Description and Aims

The theory and practice of market-led innovation and new product or service development, from idea generation through to launch and post-launch evaluation.

Semester One

0.15 EFTS

18 points

Prerequisites: Two of (MART201, 202, 203) or two of (MART 201, 210, 211, 212)

Teaching Staff

Paper Coordinator

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Office Hours: Please See Blackboard

Tutor

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Office: Please See Blackboard

You should contact Prof. Lisa McNeill 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.

Paper Delivery

Lecture Day/Time: **Thursdays, 1-2:50pm.**

Room: Please refer to your timetable on eVision

Tutorials Day/Time: Please refer to your timetable on eVision

Every week students must attend ONE 110min industry workshop. There are **SIX** 50min tutorials throughout the semester (please refer to the course schedule table below).

Industry workshops present key conceptual material through discussion and interaction between industry professionals, teaching staff, and students. Workshops are supported by readings, which must be prepared each week **PRIOR** to the industry session.

In all workshops project teams will be expected to participate in discussion and concept development techniques with industry experts. The weekly workshops will require preparation by students in the form of analysing information relevant to the industry expert leading that week's session. Project teams will have the opportunity to ask for ideas and assistance from industry professionals, at the conclusion of each session. Industry experts will present real-world examples of different aspects of the innovation, testing and launch process, and work toward cementing concepts learned in previous marketing papers, in a real-world business environment. Full attendance by project groups is expected at all industry workshop sessions, and all industry material will be examinable. Due to industry confidentiality requirements, we cannot guarantee that guests will agree to be recorded in these sessions, so **attendance is required at all sessions (including the session on Thursday 28th March, before the Easter break).**

Tutorials are interactive, collaborative sessions in which project teams attempt to cement their ideas through concepts presented in industry workshops. The key feature of MART 306 tutorials, as opposed to lectures and individual study, is participation by all members of the project team, in specified tasks required in the final project report. Please prepare for tutorials before going to them. **All project team members MUST attend.** You will be expected to engage with other teams and provide feedback on their work – tutorials are collaborative sessions, and all participants are expected to be prepared, engaged and ready to work together.

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 paper proceeds. Any changes will be announced via Blackboard announcements each week.

Expectations and Workload

MART306 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.

Readings:

This course contains a number of required readings, detailed in the eReserve tab of Blackboard, as well as in weekly Blackboard announcements. Readings cover the theoretical bases of material that will be discussed in industry workshops. ALL students are required to complete readings as directed.

Calendar

Week	Week Commencing*	Topic	Tutorials
1	26 Feb	Introduction to the programme	No tutorial
2	4 March	Industry workshop	Introduction to group project (All teams finalized)
3	11 March	Industry workshop	Idea Refinement
4	18 March	Industry workshop	Concept Evaluations
5	25 March	Industry workshop	Industry/Gap Pitch
29th March Good Friday 1st – 5th April Mid Semester Break 2nd April Otago Anniversary Day observed			
6	8 April	Mid-term assessment	No tutorial
7	15 April	Industry workshop	No tutorial
8	22 April (25th Anzac Day Observed– No Classes)	ANZAC Day – No Industry Workshop	No tutorial
9	29 April	Industry workshop	Video Heats
10	6 May	Industry workshop	Video Heats
11	13 May	Industry workshop	No tutorial
12	20 May	Video Finals	No tutorial
13	27 May	Course review	No tutorial

*** First week of Semester 1 is ACADEMIC WEEK 9**

Lectures end Friday 31 May

University Exam Period First Semester Begins Wednesday 5 June

Ends Wednesday 19 June

Assessment

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
Mid-term test (1 hour)	11 th April – In class time	20%	Completion
Group Project comprised of: 1. Industry/Gap Pitch (group) 2. Industry Analysis (group) 3. Informational Video (group)	Week beginning 25 th March, in tutorial. 12 Noon, 20 th May. Weeks beginning 29 th April & 6 th May, finals on 23 rd May.	30% 20%	Completion of all three elements , including attendance at Video finals on 23 rd May
Examination (2 hour)	TBA	30%	Completion
Total		100%	

Paper Requirements

All students must attend the mid-term test on the scheduled date. Only the following will be accepted as reasonable grounds for non-attendance at the mid-term: **illness on the day of the mid-term, documented family emergency, provincial or national representative activities.**

All team members must attend and participate in both the industry pitch session and the final video showcase on the 23rd May to receive a grade for the Group Project. Non-attendance or non-participation by any team member will result in a potential zero grade for the project. If requested, students will submit peer evaluations of their teammates.

Passing this course requires all students to pass all pieces of individual assessment (i.e., the mid-term and the final exam).

Assessment Format

Individual Assessment: Mid-Term Test

The objective of this terms test is to assess your individual understanding of theories of innovation, as well as prepare you for the final exam. The test will take one hour and content will cover industry workshops to date, and all required reading/preparation materials.

Group Assessment: Team Project

1. The team project is comprised of three elements. The first of these, an industry or gap pitch, sets the industry or market gap in which your team will work for the semester. The pitch requires you to justify and defend your choice of industry within which to innovate. The Lean Canvas model will be used as a framework for your pitch.

2. The second element of the group project is a full industry analysis, including relevant secondary research, that supports your innovation, your target customer segment and your plan for marketing and selling your innovation. There will be Blackboard materials dedicated to the industry analysis, with examples provided.
3. The final element of the project is the production of an informative video that 'pitches' your idea to potential investors. In these videos, you will have under 5mins to 'sell' us on your innovation, your target market and your marketing approach. This is a competitive element of the course, with videos presented in tutorial heats (for assessment) and winners of these heats progressing to the final video presentations on the 23rd May (not assessed).

Further details on the team project will be made available in tutorials, and on Blackboard. In addition, discussion of particular elements will occur in tutorials. Industry guests will be available to provide feedback, mentoring and support.

The entire project contributes 50% to your final grade for the course. You are required to work in groups of 4-5 people (they MUST be from your tutorial – no exceptions) for the group project. Teams must be self-managing and develop a strategy for working harmoniously, as well as members contributing equally – managing your team dynamics is YOUR responsibility, and part of the professionalism aspect of this programme. Teams are assigned at the beginning of the course – you will be informed of your team member names in the first tutorial. Attendance at the first tutorial is mandatory.

Referencing Style

For this paper the referencing style is APA. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/quicklinks/citation/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 paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Mid Term	Team Project	Exam	Total
LG1: The ability to think logically and critically and to use advanced problem-solving skills to make well-reasoned decisions. LO 1.1 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		✓		
LG3: The ability to communicate effectively within a range of contexts. LO3.1 Written Communication Ability to effectively communicate information, arguments and analyses in writing LO3.2 Oral Communication Ability to effectively communicate information, arguments and analyses orally	✓	✓	✓	
LG4: Leadership while working constructively, cooperatively, effectively, and respectfully with others. [teamwork, lifelong learning, self-motivation] LO 4.1 Personal Development Exhibit qualities associated with leadership such as accountability, integrity, respect, self-reflection LO4.2 Teamwork Ability to work constructively, cooperatively, effectively and respectfully as part of a team		✓		
LG5. An awareness of the ethical consequences of business decisions. LO5.2 Environmental and Social Literacy Understand the principles that govern natural and social systems, and the effects of human activity on these systems	✓	✓	✓	
Total	20	50	30	100

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: <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 Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper 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.