



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing

Te Mātauranga Tokoka

SEMESTER ONE 2024

MART112 Marketing

Paper Description and Aims

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 One

0.15 EFTS

18 points

Restrictions: MART101, MANV101, MART205, FOSC112

Teaching Staff

Course Leader/Lecturer/Tutor

Name: Dr Ismail Shaheer
Office: OBS 4.31
Email: ismail.shaheer@otago.ac.nz
Office Hours: Please refer to Blackboard

Paper Administrator/Tutor

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

Lecturer

Name: Dr Masoud Karami
Office: OBS 4.34
Email: m.karami@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: Dr Mathew Parackal
Office: OBS 4.35
Email: mathew.parackal@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: Dr Rob Thomson
Office: OBS 4.32
Email: Lecturer
Office Hours: Please refer to Blackboard

Lecturer

Name: Associate Professor Leah Watkins
Office: OBS 4.40
Email: leah.watkins@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.

Paper Delivery

Lecture Day/Time: **Tuesday and Wednesday 1:00-1:50pm**

Room: Please refer to your eVision timetable

Tutorials 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

Each lecture is connected to chapter(s) in the required text; HOWEVER, attendance at the lecture is **not a substitute** for reading the chapter(s) and vice versa. The lecture content extends the required reading and is examinable.

A few of the PowerPoint slides that contain models used in the lectures and any additional resources referred to will be available on BLACKBOARD. While these main slides provide the outline for the lecture content, more detail is delivered in class. This means that the slides are not a substitute for attendance.

Every attempt will be made to make these slides available prior to the lecture and you are encouraged to download copies and have them with you to make notes on them in lectures.

Tutorials

The tutorial program is designed to support the completion of the oral presentation and marketing plan (see details below).

You are allocated to a tutorial stream, which you can check in your eVision portal. **Tutorials begin in the second week of semester** and are not every week so check the calendar below.

The tutorials will show you how the frameworks and techniques identified in the lectures and readings can be applied to your presentation and marketing plan. There will be time in each session for you to work on your assignment and to ask questions about specific issues you may be facing.

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

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

The required text for this course is:

Kerin, R.A., & Hartley, S.W. (2018). *Marketing* (15th or 16th Edition). McGraw-Hill Education, New York. Lecturers will be referencing the 16th edition in their material.

Print Book (ISBN: 9781265111946)

<https://www.mheducation.com.au/ise-marketing-9781265111946-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* (5th or 6th ed.). South Melbourne, Australia: Cengage Learning

Calendar

Week	Week Commencing*	Topic	Reading
1	26 Feb	Tuesday 27 February Course Overview & Introduction to Marketing <i>Dr Ismail Shaheer</i> Wednesday 28 February The Marketing Environment <i>Dr Ismail Shaheer</i>	Chapter 1 Chapter 3
Tutorial # 1	Week beg 4 March	ASSIGNMENT OVERVIEW, PAIR FORMATION	
2	4 March	Tuesday 5 March Consumer Behaviour <i>Associate Professor Leah Watkins</i> Wednesday 6 March Market Segmentation, Targeting & Positioning <i>Associate Professor Leah Watkins</i>	Chapter 5 Chapter 9
3	11 March	Tuesday 12 March Market Research <i>Dr Ismail Shaheer</i> Wednesday 13 March Marketing Innovation <i>Dr Ismail Shaheer</i>	Chapter 8 Chapter 10
Tutorial # 2	Week beg 18 March	IDEA SELECTION CONFIRMATION & PRESENTATION PREPARATION	
4	18 March	Tuesday 19 March Pricing Strategies – Part 1 <i>Dr Ismail Shaheer</i> Wednesday 20 March Pricing Strategies – Part 2 <i>Dr Ismail Shaheer</i>	Chapters 13 & 14
5	25 March	Tuesday 26 March Retailing and Wholesaling <i>Dr Ismail Shaheer</i> Wednesday 27 March Marketing communications <i>Dr Ismail Shaheer</i>	Chapter 16 Chapters 18 & 19

29th March Good Friday
1st – 5th April Mid Semester Break
2nd April Otago Anniversary Day observed

Tutorial # 3	Week beg 8 April	PAIR PRESENTATIONS SESSION (1) (Compulsory Assessment)	
6	8 April	Tuesday 9 April Organizational Framework and Marketing Strategies <i>Dr Masoud Karami</i> Wednesday 10 April B2B Marketing <i>Dr Masoud Karami</i>	Chapter 2 Chapter 6
Tutorial # 4	Week beg 15 April	PAIR PRESENTATIONS SESSION (2) (Compulsory Assessment)	
7	15 April	Tuesday 16 April Social Marketing <i>Dr Ismail Shaheer</i> Wednesday 17 April Ethical Marketing Practices <i>Dr Ismail Shaheer</i>	Chapter 4 Chapter 4
8	22 April (25th Anzac Day Observed– No Classes)	Tuesday 23 April Measuring Marketing Performance <i>Dr Mathew Prackal</i> Wednesday 24 April Multi-Channel Marketing <i>Dr Rob Thompson</i>	Chapter 22 Chapter 17
Tutorial # 5	Week beg 29 April	PREPARING A MARKETING PLAN	
9	29 April	Tuesday 30 April Terms Test (Compulsory) – During Lecture Time Wednesday 1 May Marketing Channels and the Supply Chains <i>Dr Rob Thompson</i>	 Chapter 15
10	6 May	Tuesday 7 May Services Marketing <i>Dr Mathew Prackal</i> Wednesday 8 May Guest Lecture	Chapter 12

11	13 May	Tuesday 14 May Personal Selling & Sales Management <i>Dr Mathew Prackal</i>	Chapter 21
		Wednesday 15 May Branding <i>Dr Ismail Shaheer</i>	Chapter 11
MARKETING PLAN (Compulsory) DUE 12pm, FRIDAY 17th May			
12	20 May	Tuesday 21 May Creative Marketing – Story Telling Techniques <i>Dr Ismail Shaheer</i>	Chapters 18 & 19
		Wednesday 22 May Digital Marketing <i>Dr Ismail Shaheer</i>	Chapter 15
13	27 May	Tuesday 28 May Social Media & Mobile Marketing <i>Dr Ismail Shaheer</i>	Chapter 20
		Wednesday 29 May Course Review <i>Dr Ismail Shaheer</i>	

*** 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
Presentation (Pairs)	Weeks beginning 8 th and 15 th April	10%	<i>In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of assessment.</i>
Test – Multiple Choice	Tuesday 30 th April during lecture time	20%	
Marketing Plan (Pairs)	Friday 17 th May (noon)	20%	
Final Exam	TBA	50%	

Paper 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 30th of April 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 17th May, 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 paper, the referencing style 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 paper information tab on Blackboard.

Learning Outcomes

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

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.