

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi
2026

MART565 Marketing for Innovation and Entrepreneurship

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*

Calendar Description

Introduces marketing techniques used to create and evaluate new concepts and business opportunities. The course includes concept generation, product and service prototyping, product and service integration, concept testing and concept communication.

Semester One

0.1667 EFTS

20 points

General Description

This course aims to deliver specific techniques and concepts that will reduce the chance of the market-related failure of new products and services. The course is divided into four specific sections. Idea and concept generation; concept testing via market research and information gathering; concept testing via prototypes and pre-launch/early life communications strategy. The course delivers these skills via a series of 13 two-hour seminars, readings and three assignments. A single class example will run through the entire course. For the assignments, students will select an area in which they have specific skills and knowledge, and will develop a new market offering within that area. It is expected that the idea will be a service or will have some significant service element to it. Nearly all products have such a service element, and around 80% of the economy, and thus of new marketing offerings, is service based.

Students will be asked to prepare for a class by either readings or by performing a small 'homework' task either alone or in a group.

Teaching Staff | *Kaiako*

Course Coordinator

Name: Dr. Robert Hamlin
Office: OBS 4:20
Email: rob.hamlin@otago.ac.nz
Office Hours: Wednesday 2-3pm

You should contact Dr. Robert Hamlin with any administrative enquiries about the course.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

Email: mathew.parackal@otago.ac.nz

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: Wednesday 2.00-4.00 pm

Room: Seminars 1-8, 10-13 OBS 4:26 Seminar 9 T2.05

Every week students must attend one lecture.

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

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

MART565 is a 20–point course. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

Textbook Information | *Pukapuka Kaupapa*

There is no text for this course. Readings will be assigned as required

Calendar | *Maramataka*

| Week | Week Commencing* | Topic | Reading |
|--|--------------------------------|---|---------|
| 1 | 23 rd Feb | Having the idea 1 Introduction, The entrepreneurial environment. The entrepreneur and their relationship the innovation – know yourself | |
| 2 | 2 nd March | Having the idea 2 Having the idea – observation and creativity | |
| 3 | 9 th March | Having the idea 3 Targeting the value – turning ideas into viable concepts | |
| 3 | 17 th March 1.00 pm | Assignment 1 (20%) <i>Initial idea and 'first reserve' concept report</i> | |
| 4 | 16 th March | Testing the idea 1 Designing a testing/research regime | |
| 5 | 23 rd March | Testing the idea 2 Specific testing techniques | |
| 6 | 30 th March | Testing the idea 3 Design and integration through the channel(s) | |
| Mid Semester Break 3rd - 12th April | | | |
| 7 | 13 th April | Refining the idea 1 Prototyping products | |
| 8 | 20 th April | Refining the idea 2 Prototyping services | |
| 9 | 27 th April | Refining the idea 3 Prototyping product service combinations | |
| 10 | 4 th May | Refining the idea 4 Financial prototypes | |
| 10 | 4 th May 1.00 pm | Assignment 2 (50%) <i>Final product/service report</i> | |
| 11 | 11 th May | Communicating the idea 1 Communicating to end users | |
| 12 | 18 th May | Communicating the idea 2 Communicating to channels/partners | |
| 13 | 25 th May | Assignment 3 (30%) <i>Product/service communication presentation to investors/backers</i> | |

*** First week of Semester 1 is ACADEMIC WEEK 9**
Lectures end Friday 29 May
University Exam Period First Semester Begins Wednesday 3 June until
Wednesday 17 June.

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 course |
|---|------------------------|------------------|----------------------------------|
| Individual concept generation report | 17 th March | 20% | None – course 50% overall |
| Individual product/service development report | 4 th May | 50% | None – course 50% overall |
| Individual/group presentation | 27 May | 30% | None – course 50% overall |

Course Requirements

There are no terms requirements. A 50% grade overall is required to pass this course.

Assessment Format

The course is assessed via three pieces of internal assessment. The first individual written assignment (20%) is directed at equipping students with a viable product/service idea/concept, and is informed by Seminars 1-3. This Assignment has a limit of five pages. The second individual written/technical assignment (50%) is informed by Seminars 9-10 and is directed at developing the product service 'proper'. The output here is a report of no more than 15 pages and at least two prototypes, one of which must be financial. The final individual assignment is a short commercial presentation which is informed by Classes 11 and 12 and presents the communication plan as an addendum to Assignment 2 with the course lecturer and supporting examiners playing the role of an appropriate audience (buyer/channel member/backer) agreed with the student.

Referencing Style

For this course the referencing style is anything you like as long as it is consistent. 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

There is no group work in this course.

Learning Outcomes | *Hua Akoranga*

| Learning Outcome | Assessment 1 | Assessment 2 | Assessment 3 | Total |
|--|--------------|--------------|--------------|-------|
| <i>The student will be able to identify and analyse consumer needs and behaviours that represent market opportunities and develop appropriate offer (product/service) concepts that effectively address these opportunities.</i> | 20 | | | 20 |
| <i>The student will have a thorough knowledge of both product and service prototypes. They will know how to develop and use the major varieties of prototypes as part of the offer development process</i> | | 25 | | 25 |
| <i>The student will be able to create a programme to test their product/service concept, both in lab (consumer use) and market (Channel and wider consumer use) situations.</i> | | 25 | | 25 |
| <i>The student will be familiar with the key processes of concept communication. They will be able identify the relevant market and channel targets for communication and know how to deliver effective messaging</i> | | | 30 | 30 |
| Total | 20 | 50 | 30 | 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: In MART 565 the use of artificial intelligence is generally prohibited. Due to the type of learning required, the majority of specific skills and tasks in this paper will expect you to autonomously undertake the work. Any use of an artificial intelligence tool would inhibit your ability to achieve workplace-level competency and would breach academic integrity standards for this paper. There are specific activities where the use of AI is allowed/encouraged. These will be specifically identified in the assignments to which they are relevant.

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.