



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing

Te Mātauranga Tokoka

Level 4, Otago Business School



STUDENT GUIDE

2024

Kia ora

Welcome to the Department of Marketing! Whether you are enrolled in marketing papers as your major, minor or just for interest, it is great to have you on-board. We hope that you will enjoy the year ahead – we will do everything that we can as a department to assist you in your learning journey. As such, we have compiled a student guide for you to refer to during the year ahead. This guide is to fit alongside your course outline for each paper, and it includes information around the University's graduate profile; communication options with and from the Department; assessment guidelines; student learning support information; course planning information and the opportunities available to you for feedback.

The main learning management and communication system that we use is Blackboard, and it is important to familiarise yourself with this system. Blackboard will host course materials, class notices/announcements and other resources, and is the main communication tool (as well as e-mail) that staff and students can utilise.

Please do read through this document and use it alongside your course outline and other resources you receive for each paper. Do not hesitate in contacting us if you have any questions going forward.

I wish you all the very best for a rewarding and stimulating year ahead.

Ngā mihi

Kirsten



Staying in touch

- **Department of Marketing Website**

<https://www.otago.ac.nz/marketing/index.html>

- **Blackboard**

Blackboard is a learning management system that 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.

<https://blackboard.otago.ac.nz/>

- **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.

- **Facebook**

Departmental events, graduate opportunities and other useful information will be posted regularly to our Facebook page <https://www.facebook.com/OtagoMarketing/?fref=ts>

- **LinkedIn – University of Otago Alumni Page**

<https://www.linkedin.com/groups/8508874>

Assessment

- **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. Further information can be found on the Department of Marketing Internal Assessment Extension Form which is available on both the Department webpage and individual paper Blackboard pages.

Computer/printing problems do not constitute an exceptional circumstance. You must regularly back up your work on an alternative device.

A heavy workload is not an acceptable reason to request an extension.

Tutors and lecturers are not authorised to give extensions. Only the paper administrator should be approached (consult the course outline for the person(s) responsible).

- **Cover Sheets**

You are required to submit a Department of Marketing Cover Sheet with each piece of assessment. Both the Individual and Group cover sheets will be available on each Blackboard page.

- **Group work**

Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve them. 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:

1. students should try to resolve the problems within the group without outside assistance.
2. students should meet with their tutor to endeavor to resolve outstanding issues.
3. the tutor will arrange for students to meet with the paper administrator who will endeavor to resolve the situation.

This procedure **MUST** be completed to step 3) before the assignment is submitted for grading. Where there are still unresolved difficulties, step 4) will be implemented.

4. 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 comprising their paper administrator and lecturer(s) and others (as deemed appropriate) to provide an explanation for the discrepancy. A differential allocation of grades may result from this process.

- **Late Penalty**

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.

- **Māori 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:

<https://www.otago.ac.nz/staff/policies/policy-collection/maori-language-policy-nga-kaupapa-mo-te-reo-maori>

Commerce students who intend to present an assessment or examination in te reo Māori must write to the Manager of Student Administration, Academic Services (student.admin@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).

- **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.

- **Grading System**

The grading scheme used at Otago is:

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

- **Academic Integrity**

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:

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>

- **Turnitin on Blackboard**

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Special Consideration in Final Exams

Special Consideration is the process by which the University seeks to ensure just and equitable treatment of students who suffer unexpected and significant impairment (e.g. serious illness) in relation to assessment. All applications must be made through eVision and they are then assessed by the Examinations Office not the Department.

For further information please see the link below

<https://www.otago.ac.nz/study/exams/otago062916.html>

Student Learning Support and Information

- **Student Charter**

The University is committed to scholarship through excellence in teaching, research and service and to the provision of a stimulating campus environment for the development of lifelong learning skills.

The purpose of this Charter is to advance those aims, to acknowledge the University's commitment to the Treaty of Waitangi, and to promote good relations between the staff and administration of the University and its undergraduate and postgraduate students.

<https://www.otago.ac.nz/about/otago005275.html>

- **Guidelines for Learning at Otago**

<https://www.otago.ac.nz/hedc/index.html>

- **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, and,
- 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. <https://slc.otago.ac.nz/>

- **Library Support**

The Library website <https://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 <https://otago.libguides.com/selfhelp>, or ask Library staff at the ground floor service desks, or email ask.library@otago.ac.nz

- **Pacific Islands’ Student Academic Adviser**

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 third year and above students in the Business School and have a network of Pacific contacts in other Divisions around the University.

Email: esmay.eteuati@otago.ac.nz

Tel: 479 4756

- **Pacific Student Support Facilitators**

Malo e lelei

Falaviena Faiva works part-time in the Dean’s Office at the Otago Business School, Division of Commerce. Falaviena is of Tongan descent and is one of our two Pacific Student Support Facilitators. She is responsible for all first-year Pacific students within the division.

Falaviena is a University of Otago, Humanities and Commerce graduate and is currently completing a Postgraduate Commerce degree in International Business.

Email: viena.faiva@otago.ac.nz

Cell Phone: 021 279 0914

Bula Vinaka

Jekope Ramala Maiono also works part time in the Dean’s Office at the Otago Business School, Division of Commerce.

Maiono is of Fijian descent and our second Pacific Student Support Facilitator. He is responsible for all second year Pacific students in the division.

Maiono is a University of Otago Commerce graduate, also studying a PHD degree in the Division of Humanities.

Email: jekope.maiono@otago.ac.nz

Cell Phone: 021 279 0871

Marketing Department support person for Pacific Island students is Mathew Parackal

Contact Mathew at the following:

Email: mathew.parackal@otago.ac.nz

Tel: 479 7696

- **Māori Student Support/ Kaiāwhina Māori**

Ben Sommerville

Ben is the Kaiāwhina Māori (Māori student support) for Te Kura Pākihi | Otago Business School. He is able to answer any questions you may have about studying here at the University of Otago. He can provide information about scholarships, campus services, pastoral and financial care. Ben is also here to support those students who are studying away from their whānau, hapū and iwi, to ensure they feel safe and supported. He has a passion for the development of Rangatahi and understands the struggles that can come with academic life.

Email: ben.sommerville@otago.ac.nz

Marketing Department support person for Māori students is Kirsten Robertson.

Contact Kirsten at the following:

Email: kirsten.robertson@otago.ac.nz

Tel: 479 8451

- **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, from our Department advisor, Mathew Parackal.

Contact Mathew at the following:

Email: mathew.parackal@otago.ac.nz

Tel: 479 7696

- **Disability Information and Support**

If you have a disability, impairment, injury or medical condition that affects your ability to study, Disability Information and Support can help you.

Website: <http://www.otago.ac.nz/disabilities>

65 Albany St, West Lane, ISB, Student Services

Email: disabilities@otago.ac.nz

Tel: +64 3 479 8235

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 courses 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.

Course Planning

- **Useful Resources**

- Guide to Enrolment <https://www.otago.ac.nz/study/guidetoenrolment.html>
- University of Otago Calendar <https://www.otago.ac.nz/about/official-documents/calendar/index.html>

- **Undergraduate Course Advisors**

- Cathie Child – email cathie.child@otago.ac.nz and Andrea Insch – email andrea.insch@otago.ac.nz

- **Postgraduate Course Advisor**

- Mathew Parackal – email mathew.parackal@otago.ac.nz

- **DipGrad Course Advisors**

- Wiebke Finkler – email wiebke.finkler@otago.ac.nz
- Cathie Child – email cathie.child@otago.ac.nz (standing in for Wiebke until July 2024)

Bachelor of Commerce (BCom) majoring in Marketing

Level	Papers	Points
100-level	BSNS 112 Interpreting Business Data	18
	MART 112 Marketing	18
	BSNS 111 Business and Society, BSNS 113 Economic Principles and Policy, BSNS 114 Financial Decision Making, BSNS 115 Accounting and Information Systems– <i>must normally be taken in first year of study</i>	72
200-level	MART 212 Understanding Markets	18
	Two of MART 201 Integrated Marketing Communications, MART 210 Consumer Behaviour, MART 211 Products to Market	36
300-level	MART 301 Strategic Marketing	18
	Three of MART 304 , MART 305 , MART 306 , MART 308 , MART 310 , MART 326 , MART 328 , MART 329 , MART 330 , MART 333 , MART 355	54
Plus	126 further points; must include 54 points at 200-level or above. Up to 90 points may be taken from outside Commerce.	126
	Every programme must include BSNS 111-115 . At least three of these papers must be passed before enrolling in any 200-level Commerce paper, and all must normally be passed before enrolling in any 300-level Commerce paper. For single-degree BCom students, all five must be attempted in the first year of study or equivalent.	
	<p>STAT 110 or STAT 115 will be accepted as an alternative to BSNS 112 as a required paper or as part of the major subject requirements or as a prerequisite when:</p> <p>(a) the paper has been passed before the student has enrolled for a BCom degree; or</p> <p>(b) a student is enrolling for both a BCom and another degree for which STAT 110 or STAT 115 is required.</p> <p>Any student who completed PTWY 111 before enrolling in the BCom degree shall be exempt from the requirement to complete BSNS 113 . Any student who has completed PTWY 112 before enrolling in the BCom degree shall be exempt from the requirement to complete BSNS 114 .</p>	

Marketing as a minor subject for a BA, MusB, BPA, BTheol, BSc, BAppSc, BCom, BHealSc, BACom, BASc or BComSc degree

Available as a minor subject for a Bachelor of Arts (BA), Bachelor of Music (MusB), Bachelor of Performing Arts (BPA), Bachelor of Theology (BTheol), Bachelor of Science (BSc), Bachelor of Applied Science (BAppSc), Bachelor of Commerce (BCom), Bachelor of Health Science (BHealSc), Bachelor of Arts and Commerce (BACom), Bachelor of Arts and Science (BASc) or Bachelor of Commerce and Science (BComSc) degree

Level	Papers	Points
100-level	MART 112 Marketing	18
200-level and above	Four MART papers at 200-level or above including at least two of: MART 201 Integrated Marketing Communications MART 210 Consumer Behaviour MART 211 Products to Market MART 212 Understanding Markets and at least one 300-level MART paper	72
Total		90

Staff Profiles

Head of Department

Associate Professor Kirsten Robertson



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago080032.html>

Marketing Professors

Professor Robert Aitken



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago079940.html>

Professor Lisa McNeill



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago079977.html>

Marketing Associate Professors

Associate Professor Sergio Biggemann



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago079985.html>

Associate Professor Andrea Insch



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago080000.html>

Associate Professor Leah Watkins



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago080033.html>

Marketing Senior Lecturers

Dr. Rob Hamlin



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago079995.html>

Dr. Damien Mather



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago080016.html>

Dr. Mathew Parackal



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago080031.html>

Dr. John Williams



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago080057.html>

Dr. Wiebke Finkler



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago734968.html>

Marketing Lecturers

Dr. Masoud Karami



<https://www.otago.ac.nz/marketing/staff/staffprofiles/otago744724.html>

Dr. Ismail Shaheer



Marketing Teaching Fellows

Cathie Child



<https://www.otago.ac.nz/marketing/staff/otago080079.html>

Troy Mihaka



<https://www.otago.ac.nz/marketing/staff/staffprofiles/troy-mihaka-teaching-fellow>

Dr. Rob Thomson



Marketing Client Service Administrators

Aggie O'Leary – email aggie.oleary@otago.ac.nz

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 the profile is expected to be included in any one paper.

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

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.