



University  
of Otago  
ŌTĀKOU WHAKAIHU WAKA

# Department of Marketing Te Mātauranga Tokonga

Otago Business School | Te Kura Pakihi  
Level 4



**Student Guide  
Aratohu Tauira  
2026**

**Nau Mai Haere Mai | Welcome | Afio Mai | Aere Mai | Malo e me'a mai | Fakatalofa atu | Bula | Fakaalofa lahi  
atu |  
Ulu tonu mai!**

Kia ora,

Welcome to the Department of Marketing! Whether you are enrolled in marketing papers as your major, minor or for interest, it is great to have you on board. We hope that you will enjoy the year ahead – we will do everything 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 fits alongside the course outline for each of your papers, and includes information about the University's graduate profile; communication options with and from the Department; assessment guidelines; student learning support; course planning, and the opportunities available to you for feedback.

The main learning management and communication system that we use is Aoroa, and it is important to familiarise yourself with this system. Aoroa 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 utilise.

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

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

*The Marketing Department*

**Where do I start? | Ka timata ahau ki hea?**

**Brightspace | Aoroa**

Aoroa is a learning management system that provides you with access to course materials, class notices, and resources. Aoroa is used to email the whole class, so it is important that you check your student email and Aoroa regularly. <https://aoroa.otago.ac.nz>

**Email | Īmēra**

Your student email address is used to communicate with you by: Student Administration, The Library, Aoroa and Your Lecturers. Make sure you check it regularly or have it forwarded to a preferred email address. <https://www.otago.ac.nz/first-year-students/tools/studentmail>

**Department of Marketing website** – <https://www.otago.ac.nz/marketing>

**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>

**Otago University Students Association (OUSA) | Te Rūnanga Ākongā o Ōtākou Whakaihū Waka**

Provide students with representation, welfare, advocacy, recreation, fun events, and media. <https://www.ousa.org.nz/about>

**COMSA – Commerce Students Association | Te Rūnanga Ākongā o Te Kura Pakihi**

The University of Otago Commerce Students' Association (COMSA) is a not-for-profit organization, that exists to enhance all aspects of a commerce student's experience during their time at the University of Otago. <https://www.ousa.org.nz/clubsandsocs/clubs/clubs-list/the-university-of-otagos-commerce-studen>

**Getting Started at Otago – UNIO101 | Te Tīmatanga**

<https://www.otago.ac.nz/first-year-students/orientation-week/onio-101-university-transition-and-success>

### Extensions | Whakaroanga

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 Aoroa 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).

### Late Assignments | Taumahi Tōmuri

The standard late penalty shall be 5% of the maximum mark per day late or part thereof. For example, if submitted up to 24 hours late, reduce available marks by 5%; 24-48 hours late, reduce available marks by 10% etc.

All penalty timeframes are inclusive of weekends, public holidays, and university semester breaks and closure times.

Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, also will not be marked.

Requests for time extensions should normally be applied for prospectively (before the submission deadline), unless there are mitigating circumstances preventing that request being made.

### Terms Requirements | Ko ngā whakataunga me ngā paearu

The fulfilment of certain specified conditions, such as attending classes or completing oral, written, or practical work, before a student may sit a final examination and/or be deemed to have met requirements for completing a paper.

### Māori Language Policy | Ngā Kaupapa mō te reo Māori

The University of Otago has a Māori Language Policy which promotes the use of te reo Māori by staff and students.

Students who intend to present an assessment or examination in te reo Māori must write to the Head, Student Experience, 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).

### Group work | Mahi ā-Rōpū

Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve the problem. The tutor will counsel the group, or individuals from the group, on the procedures open to them to resolve 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 team 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 team 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.

### **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 Aoroa page.

### **Academic Integrity | Pono-ā-wānanga**

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](http://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

<https://www.otago.ac.nz/administration/policies/academic-integrity-policy>

Student Academic Misconduct Procedures

<https://www.otago.ac.nz/administration/policies/policy-collection/student-academic-misconduct-procedures>

### **Turnitin | Te Tuku Mai**

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 Aoroa are uploaded via Turnitin, and the report is available to the marker. Full instructions and guidance for the use of Turnitin can be found at: <https://ask.otago.ac.nz/knowledgebase/article/KA-10002419?svcArticleNumber=SA-000172>

### **Generative Artificial Intelligence | Matihiko Atamai Ako**

[https://otago.libguides.com/Generative\\_AI/Students](https://otago.libguides.com/Generative_AI/Students)

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>

## **Grading System | Te Māhīitanga**

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		

## **Quality Assurance | Te kōunga o te Whakapumautanga**

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.

## **Special Consideration in Final Exams | Whakaarohanga Motuhake mō ngā Whakamātautau Mutunga**

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 | Hāpai Ako me te Pārongo mō te Taurira**

### **Student Charter | Te Kawenata Taurira**

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>

### **Centre for Educational Design and Innovation | Te Pokapū o te Hoahoa me te Auaha Mātauraka**

Student Academic Skills (SAS) offers a range of services and advice relating to learning support and academic skill development. 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-led peer support programme for students of all ages and backgrounds.

<https://www.otago.ac.nz/educational-design-innovation>

The Centre also provides several Digital Resources:

<https://www.otago.ac.nz/educational-design-innovation/students>

### **Library Support | Tautāwhi Pātaka Mātauranga**

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](mailto:ask.library@otago.ac.nz)

### **Pacific Islands Academic Advisor | Manupiki Pasifika**

**Esmay Eteuati** is the Pacific Islands Academic Advisor based in the Dean's Office at the Otago Business School. Esmay and her team provide support and pastoral care to all Pacific students studying in the Division of Commerce. Esmay looks after first year undergraduate students and above.

**Email:** [esmay.eteuati@otago.ac.nz](mailto:esmay.eteuati@otago.ac.nz)

### **Pacific Student Support Facilitators | Taunaki Tauria Pāsifika**

**Viena Faiva** works part-time in the Dean's Office at the Otago Business School, Division of Commerce. Viena is of Tongan descent and is one of our two Pacific Student Support Facilitators. Viena is responsible for second year, plus other undergraduate 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](mailto:viena.faiva@otago.ac.nz)

**Antonio Seiuli** works part-time in the Dean's Office at the Otago Business School, Division of Commerce. Antonio is responsible for third year, plus other undergraduate Pacific students within the division.

### **Department of Marketing Support Person for Pacific Island students | Kaiārahi mā ngā Tauria nō Ngā Moutere**

Helen Owen

**Email:** [helen.owen@otago.ac.nz](mailto:helen.owen@otago.ac.nz)

### **Māori Student Support/ Kaiāwhina Māori**

#### **Phillip Smiler**

(Ngāti Kahungunu, with ancestral connections to Tainui-Waikato and Kāi Tahu) has recently joined Ben Sommerville in the role of Kaiāwhina Māori.

He has 25 years of experience as a secondary school teacher (specialising in accounting, economics and computer studies) in Waikato, Tokyo Japan, and in a remote Indigenous community in northern Western Australia. Phillip describes the values that drive his mahi: "My teaching expertise lies in collaborative and inquiry-based learning, the development of bespoke learning pathways for students, and culturally responsive practices. I am currently interested in researching from a mātauranga Māori perspective the self-efficacy of Māori attaining entry into undergraduate studies.

**Email:** [phillip.smiler@otago.ac.nz](mailto:phillip.smiler@otago.ac.nz)

#### **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](mailto:ben.sommerville@otago.ac.nz)

### **Department of Marketing Support Person for Māori students | Kaiārahi mā kā tauria Māori**

Maddie Judge

**Email** [maddie.judge@otago.ac.nz](mailto:maddie.judge@otago.ac.nz)

### **Department of Marketing Equity Advisor | Kaiarataki Tōkeke**

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, Wiebke Finkler

**Email:** [wiebke.finkler@otago.ac.nz](mailto:wiebke.finkler@otago.ac.nz)

## **Disability Information and Support | Te Pokapū Hāpai Hunga Hauā**

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

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

65 Albany St, West Lane, ISB, Student Services

**Email:** [disabilities@otago.ac.nz](mailto:disabilities@otago.ac.nz)

**Tel:** 479 8235

## **Student Feedback | Uruparenga tauira**

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 | Māngai mō te Akoranga**

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.

<https://www.ousa.org.nz/support/class-reps>

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

### **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.

## **Course Planning | Te Whakamahere Akoranga**

### **Helpful Resources | Rauemi Āwhina**

- Guide to Enrolment – [https://www.otago.ac.nz/\\_data/assets/pdf\\_file/0018/416250/2026-Guide-to-Enrolment.pdf](https://www.otago.ac.nz/_data/assets/pdf_file/0018/416250/2026-Guide-to-Enrolment.pdf)
- University of Otago Calendar – <https://www.otago.ac.nz/about/official-documents/calendar/index.html>

### **Undergraduate Course Advisors | Kaiarataki Tauira**

- Cathie Child – email [cathie.child@otago.ac.nz](mailto:cathie.child@otago.ac.nz) and Andrea Insch – email [andrea.insch@otago.ac.nz](mailto:andrea.insch@otago.ac.nz)

### **Postgraduate Course Advisor | Kaiarataki Tauira**

- Mathew Parackal – email [mathew.parackal@otago.ac.nz](mailto:mathew.parackal@otago.ac.nz)

### **DipGrad Course Advisor | Kaiarataki Tauira**

- Cathie Child – email [cathie.child@otago.ac.nz](mailto:cathie.child@otago.ac.nz)

## BCom – Major in Marketing Requirements

Level	Papers	Points
100-level	<a href="#">BSNS 112</a> Interpreting Business Data	18
	<a href="#">MART 112</a> Marketing Management	18
	<a href="#">BSNS 111</a> Business and Society, <a href="#">BSNS 113</a> Economic Principles and Policy, <a href="#">BSNS 114</a> Financial Decision Making, <a href="#">BSNS 115</a> Accounting and Information Systems– <i>must normally be taken in first year of study</i>	72
200-level	<a href="#">MART 212</a> Understanding Markets	18
	Two of <a href="#">MART 201</a> Integrated Marketing Communications, <a href="#">MART 210</a> Consumer Behaviour, <a href="#">MART 211</a> Products to Market	36
300-level	<a href="#">MART 301</a> Strategic Marketing Management	18
	Three of <a href="#">MART 304</a> , <a href="#">MART 305</a> , <a href="#">MART 306</a> , <a href="#">MART 308</a> , <a href="#">MART 310</a> , <a href="#">MART 328</a> , <a href="#">MART 333</a> , <a href="#">MART 355</a>	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><a href="#">STAT 110</a> or <a href="#">STAT 115</a> 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 <a href="#">PTWY 111</a> before enrolling in the BCom degree shall be exempt from the requirement to complete <a href="#">BSNS 113</a>. Any student who has completed <a href="#">PTWY 112</a> before enrolling in the BCom degree shall be exempt from the requirement to complete <a href="#">BSNS 114</a>.</p> <p>A candidate completing the requirements for the degree of Bachelor of Commerce and Bachelor of Laws is able to satisfy the CPA/CAANZ accreditation requirements by substituting:</p> <p>a) <a href="#">LAWS 202</a>, <a href="#">LAWS 203</a>, <a href="#">LAWS 204</a>, <a href="#">LAWS 301</a> and <a href="#">LAWS 407</a> in place of <a href="#">BLAW 211</a> and <a href="#">BLAW 212</a></p> <p>b) <a href="#">LAWS 416</a> in place of <a href="#">ACTP 312</a>.</p>		
<b>Total</b>		<b>360</b>

## Minor in Marketing Requirements

### 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	<a href="#">MART 112</a> Marketing	18
200-level and above	Four MART papers at 200-level or above including at least two of: <a href="#">MART 201</a> Integrated Marketing Communications <a href="#">MART 210</a> Consumer Behaviour <a href="#">MART 211</a> Products to Market <a href="#">MART 212</a> Understanding Markets and at least one <a href="#">300-level MART</a> paper	72
<b>Total</b>		<b>90</b>

## Staff | Ngā Kaimahi

### Acting Head of Department | Tumuaki

#### Professor Fiona Edgar

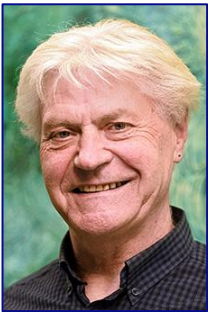


Email: [fiona.edgar@otago.ac.nz](mailto:fiona.edgar@otago.ac.nz)

<https://www.otago.ac.nz/management/staff/people/professor-fiona-edgar>

### Marketing Professors | Ahorangi

#### Robert Aitken



Email: [rob.aitken@otago.ac.nz](mailto:rob.aitken@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/professor-robert-aitken>

#### Lisa McNeill



Email: [lisa.mcneill@otago.ac.nz](mailto:lisa.mcneill@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/professor-lisa-mcneill>

#### Kirsten Robertson



Email: [kirsten.robertson@otago.ac.nz](mailto:kirsten.robertson@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/associate-professor-kirsten-robertson>

## Marketing Associate Professors | Ahorangi Tūhono

### **Sergio Biggemann**



Email: [sergio.biggemann@otago.ac.nz](mailto:sergio.biggemann@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/associate-professor-sergio-biggemann>

### **Andrea Insch**



Email: [andrea.insch@otago.ac.nz](mailto:andrea.insch@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/associate-professor-andrea-insch>

### **Leah Watkins**



Email: [leah.watkins@otago.ac.nz](mailto:leah.watkins@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/associate-professor-leah-watkins>

## Marketing Senior Lecturers | Pūkenga Matua

### Wiebke Finkler



Email: [wiebke.finkler@otago.ac.nz](mailto:wiebke.finkler@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/dr-wiebke-finkler>

### Rob Hamlin



Email: [rob.hamlin@otago.ac.nz](mailto:rob.hamlin@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/dr-robert-hamlin>

### Maddie Judge



Email: [maddie.judge@otago.ac.nz](mailto:maddie.judge@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/maddie-judge>

### Damien Mather



Email: [damien.mather@otago.ac.nz](mailto:damien.mather@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/dr-damien-mather>

## **Mathew Parackal**



Email: [mathew.parack@otago.ac.nz](mailto:mathew.parack@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/dr-mathew-parackal>

## **John Williams**



Email: [john.williams@otago.ac.nz](mailto:john.williams@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/staffprofiles/dr-john-williams>

## **Marketing Lecturers | Pūkenga**

### **Helen Owen**



Email: [helen.owen@otago.ac.nz](mailto:helen.owen@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/helen-owen>

### **Ismail Shaheer**



Email: [ismail.shaheer@otago.ac.nz](mailto:ismail.shaheer@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/ismail-shaheer>

## **Marketing Teaching Fellow | Kaiwhakaako**

**Cathie Child**



Email: [cathie.child@otago.ac.nz](mailto:cathie.child@otago.ac.nz)

<https://www.otago.ac.nz/marketing/staff/cathie-child-teaching-fellow>

## **Marketing Client Service Administrators | Whakaritenga**

**Janette Hart**



Email: [marketing@otago.ac.nz](mailto:marketing@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 - 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 Aoroa. Students are encouraged to check Aoroa regularly. It is the student's responsibility to be informed.