

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua

2025

MART305 Societal Issues in Marketing

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*

The relationships between marketing, public policy, and social and environmental values are examined with reference to legal issues. The paper aims to engage students in debate over topical issues in marketing that influence society, the environment, public health and policy. Topics include the marketing of contentious products, such as "junk" foods, heated tobacco products (HTPs), alcohol and prescription medicines. Responses to the social consequences of marketing activities, including education, social marketing and regulation, will be explored. In addition, we will examine controversial advertising execution techniques: for instance, the use of violence and stereotypes in advertising. The paper aims to enhance skills that students will find invaluable, whether working as marketing professionals or as advanced postgraduate students. These include problem solving, conflict resolution, presenting and defending ideas and critically evaluating others' opinions.

Learning outcomes:

- Critically discuss the debate surrounding government intervention to protect health
- Understand the limitations of the various perspectives
- Outline and defend your own views on appropriate policy actions
- Critically discuss competing tensions between marketers' rights, consumers' rights and society's rights
- Discuss how rights could be protected and discuss and defend your views on which rights should have priority
- Critically discuss controversial campaign execution techniques
- Design and conduct research informing public policy or social marketing campaigns

Semester Two

0.15 EFTS

18 points

Prerequisites: 54 200-Level points

Teaching Staff | *Kaiako*

Course Coordinators

Name: Dr Maddie Judge
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Name: Dr Helen Owen
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Lecturer

Name: Dr Rob Thompson
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Course Administrator

Name: Cathie Child
Office: OBS 4:42
Email: cathie.child@otago.ac.nz
Office Hour: Please refer to Blackboard

You should contact **Cathie Child** with any administrative enquiries about the paper, e.g. 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.

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Wednesday 11:00-12:50pm

Room: Please refer to your eVision timetable

Every week students must attend and participate in one, two-hour seminar.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by the textbook and 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 (TBC). 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*

MART305 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, assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information | *Pukapuka Kaupapa*

Recommended Text

Eagle, L., Dahl, S., De Pelsmacker, P., & Taylor, C. R. (Eds.). (2020). The SAGE handbook of marketing ethics. SAGE Publications Ltd.

Other readings will be confirmed at the start of the course.

Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	14 July	Introduction to course and background material for Assignment 1	TBA in class
2	21 July	Government, social and individual responsibility: Where are the boundaries?	TBA in class
3	28 July	Social marketing and behaviour change theories and models	TBA in class
4	4 August	Controversial advertising: Cultural appropriation, stereotypes and body image concerns	TBA in class
5	11 August	Social marketing in injury prevention	TBA in class
6	18 August	Background and introduction to Assignment 2	TBA in class
7	25 August	Marketing for change: Promoting health and wellbeing	TBA in class
Mid Semester Break 1st – 5th September			
8	8 September	Selling sickness: Direct-to-consumer advertising of prescription medicines versus cannabis regulation	TBA in class
9	15 September	Family violence prevention campaigns	TBA in class
10	22 September	Junk food marketing	TBA in class
11	29 September	Marketing and the climate crisis	TBA in class
12	6 October	Food waste	TBA in class
13	13 October	Additional case studies, recap and exam preparation	TBA in class

*** First week of Semester 2 is ACADEMIC WEEK 29**

Lectures end Friday 17 October

**University Exam Period Second Semester Begins Monday 20th October until
Saturday 8th November.**

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
Individual Report – Electronic copy uploaded to Blackboard via Turnitin.	18 August, 12pm (midday)	20%
Group Research Project – Electronic copy Uploaded to Blackboard. One copy per group	29 September, 12pm (midday)	30%
Final Exam (Closed Book)	TBA	50%

Course Requirements

There are TWO pieces of internal assessment and a final exam. We will discuss the assignments in class where students will have opportunities to clarify any questions they might have.

Assessment Format

Assignment One: *Individual Report (20%) Topic: Write a critical report on a contemporary societal issue related to marketing. Word Limit: 1500 words (excluding references). To be completed independently. Further instructions will be provided during Lecture 1. Due Date: Mon 18th August, at 12pm (midday) electronically as a Word file to Blackboard.*

Assignment Two: *Group Research Project (30%) Topic: Conduct a small research study to inform a social marketing campaign or public policy. Task: In groups of four you will be required to collect interview and survey data on a topic to be announced in class. You will then be required to write a research report summarising your research aims, methods, results and conclusions. To be completed as a group. Due Date: Mon 29 September 2025, at 12pm (midday) electronically as a Word file to Blackboard.*

Referencing Style

For this course the referencing style is 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 your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Blackboard.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	A1	A2	Exam	Total
Critically discuss the debate surrounding government intervention to protect health	X	X	X	
Understand the limitations of the various perspectives	X	X	X	
Outline and defend your own views on appropriate policy actions	X	X	X	
Critically discuss competing tensions between marketers' rights, consumers' rights and society's rights			X	
Discuss how rights could be protected and discuss and defend your views on which rights should have priority			X	
Critically discuss controversial campaign execution techniques	X		X	
Design and conduct research informing public policy or social marketing campaigns		X		
Total	20	30	50	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 coordinators.

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: MART305 does not ban the use of large language models (LLMs) such as ChatGPT or Copilot, but you must fully disclose any LLM use in submitted internal assessment work, including full details of how and why you used them. Failure to do so may lead to academic misconduct proceedings.

You should be wary of LLMs in general, as they are purely statistical models with no actual “understanding” or “knowledge”. While their output sounds authoritative, it can often be misleading, incorrect, or totally fake. This is particularly dangerous when you do not have sufficient understanding of a topic to spot the errors.

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 Coordinators 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.