

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua

2026

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 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, alcohol and prescription medicines, and controversial advertising techniques (e.g. the violence and stereotypes in advertising). Responses to the social consequences of marketing activities, including education, social marketing and regulation, will be explored. Students will draw on social marketing frameworks and methodology to design interventions to change behaviours. The paper aims to enhance skills that students will find invaluable, whether working as marketing professionals, public sector employees, or as future academics. 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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Office Hours: Please refer to Aorua

Name: Dr Helen Owen
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Course Administrator

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

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.

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Tuesday 9:00-11:00am

Room: Please refer to your eVision timetable

Tutorials Day/Time: Please refer to your eVision timetable

Every week students must attend one two-hour lecture and one 50-minute tutorial when scheduled (two tutorials in total).

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

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials will be held in the **2nd and 6th week** of semester. You will be allocated to a tutorial, and this will be available in eVision.

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 Aorua.

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 Aoroa 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*

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, 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 | *Pukapuka Kaupapa*

Readings will be available via the eReserve. Further information will be available on Aoroa.

Calendar | *Maramataka*

Week	Week Commencing*	Topic	Tutorials
1	13 July	Introduction to course	
2	20 July	Government, social and individual responsibility: Where are the boundaries?	Tutorial 1: Assignment 1
3	27 July	Social marketing and behaviour change theories and models	
4	3 August	Controversial advertising: Cultural appropriation, stereotypes and body image concerns	
5	10 August	AI for good (or not): User experiences, ethical considerations and data sovereignty	
6	17 August	Social marketing in injury prevention	Tutorial 2: Assignment 2
7	24 August	Marketing for change: Promoting health and wellbeing	
Mid Semester Break 31st August – 4th September			
8	7 September	Selling sickness: Direct-to-consumer advertising of prescription medicines versus cannabis regulation	
9	14 September	Special topic	
10	21 September	Junk food marketing	
11	28 September	Marketing and the climate crisis	
12	5 October	Food waste	
13	12 October	Additional case studies, recap and exam preparation	

*** First week of Semester 2 is ACADEMIC WEEK 29
Lectures end Friday 16 October
University Exam Period Second Semester Begins Monday 19th Oct until
Saturday 7th 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 Aoroa. *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 Report and Poster – Electronic copy uploaded to Aoroa.	Friday 14 th August, 12pm midday	20	In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of internal assessment.
Group Research Project – Electronic copy uploaded to Aoroa by one group member.	Friday 25 th September, 12pm midday	30	
Final Exam (Closed Book)		50	

Course Requirements

In order to be eligible to sit the final exam, students must participate in and complete ALL pieces of internal assessment.

Assessment Format

Assignment One: Individual Report and Poster (20%): Design a social marketing campaign to change a behaviour related to a social issue of your choice. Word Limit: 1500 words (excluding references). To be completed independently. Further instructions will be provided during Tutorial 1. **Due Date: Friday 14th August, at 12pm (midday)** electronically as a Word file to Aoroa.

Assignment Two: Group Research Project (30%) Conduct a small research study related to a current social issue. 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: Friday 25th September at 12pm (midday)** electronically as a Word file to Aoroa.

Referencing Style

For this course the referencing style is APA 7th. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing>

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 Aoroa.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Assessment 1	Assessment 2	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 coordinator.

For further information on academic integrity at Otago:

[Academic Integrity Policy](#)

[Student Academic Misconduct Procedures](#)

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](#)

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 Aoroa. Students are encouraged to check Aoroa regularly. It is the student's responsibility to be informed.