



BUSINESS SCHOOL  
Te Kura Pakihi

## Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2022

### MART305 Societal Issues in Marketing

#### Paper Description and Aims

- Critically discuss the debate surrounding government intervention to protect health
- 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 advertising techniques and responses to the social consequences of these marketing activities

Classes will be interactive; all students will be expected to participate, assimilate new ideas and develop a critical, informed stance toward these. We expect students to prepare for class by reading the articles set for each seminar; we also expect you to participate actively in the discussions and bring examples for class discussion.

Semester One

0.15 EFTS

18 points

**Prerequisites:** Two of (MART201, 202, 203) or two of (MART201, 210, 211, 212)

#### Teaching Staff

##### **Paper Coordinator and Lecturer**

Name: Associate Professor Kirsten Robertson  
Office: OBS 429  
Email: [kirsten.robertson@otago.ac.nz](mailto:kirsten.robertson@otago.ac.nz)  
Office Hours: Please refer to Blackboard

You should contact Kirsten Robertson with any administrative enquiries about the paper, 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.

## **Paper Delivery**

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 readings.

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

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, laboratories, 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**

There is no required text. Lectures are extended and supported by academic journal articles.

## **Calendar**

Week	Week Commencing*	Topic	Reading
1	28 Feb	Introduction to paper	TBA in class
2	7 March	Government, social and individual responsibility – where are the boundaries?	TBA in class
3	14 March	Social marketing campaigns	TBA in class
4	21 March	Selling sickness? Prescription medicine advertising	TBA in class
5	28 March	Marketing - Not for profit organisations	TBA in class
6	4 April	Assignment two and background information	TBA in class
7	11 April	Cannabis – Medicine or Menace	TBA in class
<b>15<sup>th</sup> April Good Friday</b> <b>18<sup>th</sup> to 22<sup>nd</sup> April Mid Semester Break</b> <b>19<sup>th</sup> April Otago Anniversary Day observed</b>			
8	25 April	Alcohol, Guidelines and Warning Labels	TBA in class

9	2 May	Alcohol advertising – Is it really a concern	TBA in class
10	9 May	Junk food marketing? An analysis of the debate	TBA in class
11	16 May	The marketing of nicotine products FOOD WASTE	TBA in class
12	23 May	Advertising, stereotypes, and body image	TBA in class
13	30 May	Violence in Advertising – Is it really a concern	TBA in class

**\* First week of Semester 1 is ACADEMIC WEEK 9**

**Lectures end Friday 3 June**

**University Exam Period First Semester Begins Wednesday 8 June**

**Ends Wednesday 22 June**

## **Assessment**

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
Essay – Hard copy posted in MART 300 level assignment drop box, Marketing Department, Otago Business School AND electronic copy uploaded to Blackboard.	4 <sup>th</sup> April, 12pm	30%
Group Project (Group) - Hard copy posted in MART 300 level assignment drop box, Marketing Department, Otago Business School	16 <sup>th</sup> May, 12pm	20%
Final Exam (Closed Book)	TBA	50%

## **Paper 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 you might have.

### **Assessment Format**

**Assignment One:** *Essay (30%) Topic: Drawing on academic references, provide a critique of social marketing by describing common mistakes.* Word Limit: 1500 words (excluding references). Completed independently. Further instructions will be provided during lecture. Due Date: Mon 4<sup>th</sup> April 2022, at 12pm (midday) in the 300-level assignment drop box, Marketing Department, Otago Business School. You must also submit your assignment electronically as a Word file via the Blackboard drop box by 12pm, 4<sup>th</sup> April 2022.

**Assignment Two:** *Group Project (20%) Topic: Develop a Marketing Plan for an anti-stigma campaign for dementia.*

Task: In groups of four you will be required to develop a campaign addressing stigma towards dementia. You will be required to write a report justifying the components of your campaign by drawing on what is known about anti-stigma campaigns in other contexts. Due Date: Mon 16<sup>th</sup> May 2022, at 12pm (midday) in the 300-level assignment drop box, Marketing Department, Otago Business School.

## Referencing Style

For this paper the referencing style is APA. Style guides are also available on the University Library website:  
<https://www.otago.ac.nz/library/quicklinks/citation/index.html>

## Late Assignments

Assignments received up to 24 hours after the deadline will have 10 marks deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 68%). Assignments received between 24 - 48 hours after the deadline will have 20 marks deducted from the available grade. Assignments received 48 hours after the deadline will not be marked and there will be no grade given.

If you are required to submit both an electronic and hardcopy of your assignment both need to be submitted on time. If only one of the versions of your assignment (i.e., hardcopy or electronic) is submitted on time and the other version is submitted late then you will receive half of the penalty associated with the respective late submission.

## Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

## Learning Outcomes

Learning Outcome	Essay	Group Project	Exam	Total
• Critically discuss the debate surrounding government intervention to protect health and well-being	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	X	X	
• Critically discuss controversial advertising techniques and responses to the social consequences of these marketing activities.			X	
<b>Total</b>	30	20	50	100%

## **Academic Integrity**

**Students should ensure that all submitted work is their own.** Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

## **Concerns about the Paper**

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Coordinator 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**

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.