

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

### Semester Two | Kaupeka Tuarua

2025

## MART301 Strategic 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*

MART301 is the capstone marketing course designed to bring together all the knowledge that students have gathered from their other marketing courses. Mart 301 design is based on the Circular Markstrat simulation software. It aims to develop job-ready skills for students to become active members in any marketing department. To put into use marketing concepts, principles, tools, and ways of thinking, drawing on marketing knowledge acquired in previous semesters to develop skills, and competence through extended practice in a dynamic market under the watchful eye of a training coach. Mart 301 integrates the learning content of the marketing discipline, develops strategic planning and execution skills, and crystallises the links between marketing decisions and financial performance.

**Semester Two**

**0.15 EFTS**

**18 points**

#### **Prerequisites:**

(BSNS102 or 112 or QUAN101) and MART212 and two of MART201, MART210, MART211

### Teaching Staff | *Kaiako*

#### **Course Coordinator**

Name: Assoc Prof Sergio Biggemann  
Office: OBS4.33  
Email: sergio.biggemann@otago.ac.nz  
Office Hours: Please refer to Blackboard

**Lecturer/Tutor**

Name: Dr Ismail Shaheer  
Office: OBS4.31  
Email: ismail.shaheer@otago.ac.nz  
Office Hours: Please refer to Blackboard

**Lecturer/Tutor**

Name: Dr Maddie Judge  
Office: OBS4.36  
Email: maddie.judge@otago.ac.nz  
Office Hours: Please refer to Blackboard

**Tutor**

Name: Dr Damien Mather  
Office: OBS4.38  
Email: damien.mather@otago.ac.nz  
Office Hours: Please refer to Blackboard

**Tutor**

Name: Tahmine Sarvari  
Office: OBS4.03  
Email: [tahmine.sarvari@otago.ac.nz](mailto:tahmine.sarvari@otago.ac.nz)  
Office Hours: Please refer to Blackboard

**Course Administrator**

Name: Cathie Child  
Office: OBS4.42  
Email: cathie.child@otago.ac.nz  
Office Hours: Please refer to Blackboard

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 3:00 – 5:00 pm

**Room:** Please refer to your eVision timetable.

**Tutorials Day/Time:** Please refer to your eVision timetable.

Every week students must attend One 110-minute lecture and one 50-minute tutorial when scheduled.

**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 begin in the 2nd 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 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 | *Te Nui o te Mahi*

MART301 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 | *Pukapuka Kaupapa*

No textbook is prescribed for this course. Students should download and carefully review the simulation software handbook and accompanying materials

## Calendar | *Maramataka*

| Week  | Lecture Date*              | Topic               | Reading          |
|---|----------------------------|---------------------|------------------|
| 1   | 15 <sup>th</sup> July      | Course Introduction | What is Strategy |
| 2   | 22 <sup>nd</sup> July      | Circularity         | TBA              |
| 3   | 29 <sup>th</sup> July      | Blue Ocean Strategy | TBA              |
| 4   | 5 <sup>th</sup> August     | Round 1 Trial       |                  |
| 5   | 12 <sup>th</sup> August    | Round 1 debrief     |                  |
| 6   | 19 <sup>th</sup> August    | Round 2 debrief     |                  |
| 7   | 26 <sup>th</sup> August    | Round 3 debrief     |                  |
| <b>Mid Semester Break<br/>1<sup>st</sup> – 5<sup>th</sup> September</b> |                            |                     |                  |
| 8   | 9 <sup>th</sup> September  | Round 4 debrief     |                  |
| 9   | 16 <sup>th</sup> September | Round 5 debrief     |                  |
| 10  | 23 <sup>rd</sup> September | Round 6 debrief     |                  |
| 11  | 30 <sup>th</sup> September | Round 7 debrief     |                  |

|    |                          |                 |  |
|----|--------------------------|-----------------|--|
| 12 | 7 <sup>th</sup> October  | Round 8 debrief |  |
| 13 | 14 <sup>th</sup> October | Course wrap up  |  |

**\* First week of Semester 2 is ACADEMIC WEEK 29**  
**Lectures end Friday 17 October**  
**University Exam Period Second Semester Begins Monday 20<sup>th</sup> Oct until**  
**Saturday 8<sup>th</sup> 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 | Requirements to pass this course  |
|---|--|------------------|---|
| Marketing plan                              | 8 <sup>th</sup> August<br>12:00pm (noon) | 20%              |   |
| Marketing simulation participation          | Various dates                            | 30%              | Students are expected to fully engage with the simulation in order to pass the course |
| Individual quizzes                          | TBA                                      | 20%              |   |
| Individual reflection of strategy execution |  | 30%              |   |

### Course Requirements

Full engagement with the simulation is required. Groups should submit their decisions for every round on Monday at 12:00 pm starting on 4<sup>th</sup> August until 6<sup>th</sup> October. Failing to engage with the software and submit decisions on time may result in failure of the paper.

### Assessment Format

Please see Blackboard.

### Referencing Style

For this course the referencing style is *APA 7<sup>th</sup> Edition*. 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    | Marketing Plan | Marketing Simulation Participation | Individual Quizzes | Individual reflection of strategy |
|---------------------|----------------|------------------------------------|--------------------|-----------------------------------|
| Job-ready skills    | ✓              | ✓                                  |                    |                                   |
| Applied knowledge   | ✓              | ✓                                  | ✓                  | ✓                                 |
| Critical reflection |                | ✓                                  |                    | ✓                                 |
| Teamwork            | ✓              | ✓                                  |                    |                                   |

## 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](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 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: Mart 301 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 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 Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.