

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

### Semester Two | Kaupeka Tuarua

2026

## MART333 Creative Marketing Communication

### 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 course focuses on creativity in the context of marketing communication including mobile and multi-media contexts, and the design of creative marketing content. The paper is a project-driven paper for students interested in creative marketing strategies, and content production with a particular focus on filmmaking. As an increasingly important aspect of creative marketing, videography plays an important role in strategic marketing. In addition, user-generated content now provides a major medium of communication for social and brand-related information. The paper has a special focus on how to use creative marketing for good to foster sustainable development, environmental conservation and social change. Understanding how to create marketing content and how to use it in a variety of contexts will provide students with contemporary skills that are increasingly sought after by business, academic and social agencies.

**Semester Two**

**0.15 EFTS**

**18 points**

**Prerequisites: 54 200-Level Points**

### Teaching Staff | *Kaiako*

#### Course Coordinator/ Lecturer

Name: Dr Wiebke Finkler  
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Office Hours: Please refer to Aoroa

## Paper Administrator

Name: Cathie Child  
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## Tutor

Name: Harsh Khatwani  
Office: TBC  
Email: harsh.khatwani@postgrad.otago.ac.nz  
Office Hours: Please refer to Aoroa

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:** Wednesday 2-2.50pm

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

**Tutorials and/or Labs Day/Time:** Thursdays. Please refer to your eVision timetable.

- Every week students must attend one 50 minute lecture. During the course of MART333 students have to attend 8x 110 minute practical labs.
- **Lab attendance is compulsory** and is a **term requirement** to pass MART333. Failure to attend and actively participate in the labs will result in a fail for this paper.
- **Important:** MART333 labs take place in either **TG05** (College of Education) or **OBS 4.26** (Otago Business School, Level 4). **Check the course outline or eVision timetable** for the correct location.
- **Lectures** follow weekly themes focused on creative marketing communication. They cover key concepts and are delivered in a hybrid format—primarily live on campus, with some sessions online. Lectures are supported by readings and multimedia resources. Due to the industry-focused and applied nature of this paper, **lecture attendance is required**, as recordings may not always be available.
- **Labs** are **interactive, in-person workshops** where you apply lecture concepts in a collaborative environment. They begin in **Week 3** and are taught face-to-face. You'll be allocated to a lab stream via eVision. You cannot change your allocated lab stream without course administrator approval, and **attendance is compulsory**. Labs focus on building both **conceptual and technical skills** in advertising and video production (e.g. storyboarding, filming, editing, and sound).
- **Client Projects:** You'll be assigned to a student team working with a **real-world client** as part of MART333's **work-integrated learning** approach. Throughout the course, you'll build a digital portfolio, with most assessments completed in groups. Due to the collaborative nature of the paper, late enrolments past departmental deadlines will not be accepted.

**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 Aoroa.

**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*

MART333 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.

## Calendar | *Maramataka*

**Important Note:** MART333 labs (as highlighted) are held either in computer lab **TG05** (College of Education) or in **OBS 4.26** (Otago Business School, Level 4, Department of Marketing).

Ensure to check the course outline each week.

Week	Week Commencing*	Topic	Lab
1	13 July	<b>Lecture 1:</b> Creative Marketing & Storytelling. Client Projects 2026	No Lab
2	20 July	<b>Lecture 2:</b> Creative Careers Talk – Future Talent Manager, Comms Council NZ	No Lab
3	27 July	<b>Lecture 3:</b> Photography Fundamentals & Storytelling	<b>Lab 1</b> <b>CL TG05</b>
4	3 August	<b>Lecture 4:</b> Camera Skills & Video Editing Basics <b>Assessment One due 5pm Fri 7 Aug</b>	<b>Lab 2</b> <b>CL TG05</b>
5	10 August	<b>Lecture 5:</b> Client Meetings Teamwork, Ideas & Pitching	<b>Lab 3</b> <b>OBS 4.26</b>
6	17 August	<b>Lecture 6:</b> Creative Strategies and Poster Design: Text & Visuals 101	No Lab
7	24 August	<b>Lecture 7: Mid-term Test</b> <b>Assessment Two due in Lecture 7</b>	No Lab
<b>Mid Semester Break 31<sup>st</sup> August – 4<sup>th</sup> September</b>			
8	7 September	<b>Lecture 8:</b> Sound Design for Creative Marketing	<b>Lab 4</b> <b>CL TG05</b>
9	14 September	<b>Lecture 9:</b> Advanced Video Techniques <b>Assessment Three due in Lab 5 Thu 17 Sep</b>	<b>Lab 5</b> <b>OBS 4.26</b>
10	21 September	<b>Lecture 10:</b> Advanced Video Editing <b>Assessment Four #1 due in Lab 6 Thu 24 Sep</b>	<b>Lab 6</b> <b>OBS 4.26</b>
11	28 September	<b>Lecture 11:</b> Publishing & Polishing Your Work <b>Assessment Four #2 due in Lab 7 Thu 1 Oct</b>	<b>Lab 7</b> <b>OBS 4.26</b>
12	5 October	<b>Lecture 12:</b> Team Consultation Session <b>Assessment Four #3 due in Lab 8 Thu 8 Oct</b> <b>Assessment Four #4 due 5pm Mon 9 Oct</b>	<b>Lab 8</b> <b>CL TG05</b>
13	12 October	<b>Lecture 13:</b> Video Premiere & Course Wrap	No Lab

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

Lectures end Friday 16 October

University Exam Period Second Semester Begins Monday 19<sup>th</sup> Oct until

Saturday 7<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 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 paper
<b>Individual Assessment One:</b> Storytelling. Write a short story and take 3 photos that tell a clear story.	5pm Friday 7 <sup>th</sup> of August	20%	Lab attendance is compulsory and is a term requirement to pass MART333. Failure to attend labs without official justification will result in a fail of the paper.
<b>Individual Assessment Two:</b> Mid-term Test	During Lecture 7 on Wednesday 26 <sup>th</sup> of August	20%	
<b>Group Assessment Three:</b> Creative brief & pitch. Use your research to develop a creative brief including creative concept and storyboard. Deliver a 10min pitch to class.	During Lab 5 on Thursday 17 <sup>th</sup> of September	20%	
<b>Group Assessment Four:</b> Produce a strategic (i) poster ad and (ii) 30-60sec video commercial for your client. Evaluate and refine both. Submit written evaluation, poster and video.	Assessment elements: class contribution & creative skills. <u>#1 Revised Storyboard/Concept &amp; Shooting Plan Presentation</u> in Lab 6 on Thursday 24 <sup>th</sup> of September  <u># 2 Rough Cut/ Draft Presentation</u> in Lab 7 on Thursday 1 <sup>st</sup> of October  <u>#3 Fine-cut Presentation &amp; unedited making-off footage</u> in Lab 8 on Thursday 8 <sup>th</sup> of October  <u>#4 Final Premiere video, poster and written evaluation/refinement</u> Assessment Four #4 due 5pm Friday 9 <sup>th</sup> of October	40% split:  5%  5%  5%  25%	
TOTAL		100%	

### Course Requirements

Lab attendance is compulsory and is a term requirement to pass MART333. Failure to attend and actively participate in the labs will result in a fail for this paper.

## Assessment Format

Individual Assessment One: Storytelling. Write a short story and take 3 photos that tell a clear story.

Individual Assessment Two: Mid-term Test

Group Assessment Three: Creative brief & pitch presentation. Use your research to develop a creative brief including creative concept and storyboard. Deliver a 10min pitch presentation to class.

Group Assessment Four: Produce a strategic (i) poster ad and (ii) 30-60sec video commercial for your client. Evaluate and refine both. Submit written evaluation, poster and video.

## Referencing Style

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 you 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 One	Assessment Two	Assessment Three	Assessment Four	Total
Tell visual stories for creative marketing & advertising.	X		X	X	
Productively apply academic theory to advertising planning and creativity.		X	X	X	
Apply creative marketing for social and environmental benefits.		X	X	X	
Have produced a portfolio of creative marketing interventions.			X	X	
Total	20%	20%	20%	40%	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](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](#)

[Student Academic Misconduct Procedures](#)

*A note about Artificial Intelligence: MART333 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.