

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi

2026

### MART306 Market-Led Innovation

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 theory and practice of market-led innovation and new product or service development, from idea generation through to launch and post-launch evaluation.

**Semester One**

**0.15 EFTS**

**18 points**

**Prerequisites:** Two of (MART201, 202, 203) or two of (MART 201, 210, 211, 212)

#### Teaching Staff | *Kaiako*

##### Course Coordinator

Name: Prof. Lisa McNeill  
Office: OBS 4.37  
Email: [lisa.mcneill@otago.ac.nz](mailto:lisa.mcneill@otago.ac.nz)  
Office Hours: Please See Aoroa

You should contact Lisa McNeill with any administrative enquiries about the paper, e.g. workshop 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*

**Industry Session Day/Time:** Tuesdays 12-1pm

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

**Workshops Day/Time:** Please refer to your timetable in eVision

Every week students must attend ONE 50min industry session. There are seven 110min workshops throughout the semester (please refer to the course schedule table below).

**Industry sessions** present key conceptual material through discussion and interaction between industry professionals and students. These sessions are supported by readings, which must be prepared each week PRIOR to the industry session. Full participation in discussion with industry contributors is expected from all students. Attendance is expected at all industry sessions, unless otherwise discussed with the course leader. The weekly sessions will require preparation by students in the form of analysing information relevant to the industry expert leading that week's session. Project teams will have the opportunity to ask for ideas and assistance from industry professionals, at the conclusion of each session. Industry experts will present real-world examples of different aspects of the innovation, testing and launch process, and work toward cementing concepts learned in previous marketing papers, in a real-world business environment. Full attendance by project groups is expected at all industry sessions, and all industry material will be examinable. Due to industry confidentiality requirements, we cannot guarantee that guests will agree to be recorded in these sessions, so attendance is required.

**Workshops** are interactive, collaborative sessions in which project teams attempt to cement their ideas through concepts presented in industry sessions, with feedback from other teams. The key feature of MART306 workshops, as opposed to tutorials and individual study, is participation by all members of the project team, in specified tasks required in the final project report. Please prepare for workshops before going to them. All project team members **MUST** attend. You will be expected to engage with other teams and provide feedback on their work – workshops are collaborative sessions, and all participants are expected to be prepared, engaged and ready to work together. Workshops begin in the second week of semester. You will be allocated to a workshop, 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 and be detailed on Aoroa. These activities should be prepared for by reviewing information detailed on Aoroa and completing any assigned readings. Students unable to attend a session are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable. ***Students are expected to prepare for and attend all sessions to gain full benefit from the course***

## Expectations and Workload | *Te Nui o te Mahi*

MART306 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 workshops, industry sessions, the team project and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

## Readings | *Pukapuka Kaupapa*

This course contains a number of required readings, detailed in the eReserve tab of Aoroa, as well as in weekly Aoroa announcements. Readings cover the theoretical bases of material that will be discussed in industry workshops. ALL students are required to complete readings as directed.

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Workshops
9	23 Feb	Introduction to the programme	<b>No workshop</b>
10	2 March	Industry session	Introduction to project (All teams finalized) (W1)
11	9 March	Industry session	Idea generation (W2)
12	16 March	Industry session	Concept evaluations (W3)
13	23 March	Industry session	Industry/gap pitch (W4)
14	30 March	Industry session	<b>No workshop</b>
<b>Mid Semester Break 6<sup>th</sup> April – 12<sup>th</sup> April</b>			
16	13 April	Industry session	Idea refinement (W5)
17	20 April	Industry session	Communicating ideas (W6)
18	27 April	Industry session	<b>No workshop</b>
19	4 May	Industry session	<b>No workshop</b>
20	11 May	Industry session	<b>No workshop</b>
21	18 May	Industry session	Video heats (W7)
22	25 May	Video Finals	<b>No workshop</b>

**\* First week of Semester 1 is ACADEMIC WEEK 9  
Lectures end Friday 29 May  
University Exam Period First Semester Begins Wednesday 3 June until  
Wednesday 17 June.**

## 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 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 sessions.*

Assessment	Due date	% of final grade	Requirements to pass this course
Group Project comprised of: <ol style="list-style-type: none"> <li>1. Industry/Gap Pitch (group)</li> <li>2. Industry Analysis &amp; Commercialization Report (group)</li> <li>3. Informational Video (group)</li> </ol>	Week beginning 23 March, <b>in workshop.</b>  12 Noon, 4 May.  Week beginning 18 May, <b>in workshop.</b>	30%   20%	To be <b>eligible to sit the final exam</b> , students must complete all <b>three</b> internal assessment elements, including attendance and voting at the video finals. Team members must attend and participate in both the industry pitch session and the final video showcase to receive a grade for the Group Project. Non-attendance or non-participation by any team member will result in a potential zero grade for the project. If requested, students will submit peer evaluations of their teammates. <b>In addition, students must achieve at least 50% in the final exam and 50% overall to pass the course</b>
Examination (2 hour) – Individual	TBA	50%	Pass
Total		100%	

### Course Requirements

To be **eligible to sit the final exam**, students must complete all three internal assessment elements, including attendance and voting at the video finals. Team members must attend and participate in both the industry pitch session and the final video showcase to receive a grade for the Group Project. Non-attendance or non-participation by any team member will result in a potential zero grade for the project. If requested, students will submit peer evaluations of their teammates. **In addition, students must achieve at least 50% in the final exam and 50% overall, to pass the course.**

## Assessment Format

### Group Assessment: Team Project

1. The team project is comprised of three elements. The first of these, an industry or gap pitch, sets the industry or market gap in which your team will work for the semester. The pitch requires you to justify and defend your choice of industry within which to innovate. The Lean Canvas model will be used as a framework for your pitch.
2. The second element of the group project is a full industry analysis, including relevant secondary research, that supports your innovation, your target customer segment and your plan for marketing and selling your innovation. There will be instructional materials dedicated to the industry analysis, available via Aoroa.
3. The final element of the project is the production of an informative video that 'pitches' your idea to potential investors. In these videos, you will have under 5mins to 'sell' us on your innovation, your target market and your marketing approach. This is a competitive element of the course, with videos presented in workshop heats (for assessment) and winners of these heats progressing to the final video presentations (not assessed).

The project contributes 50% to your final grade for the course. You are required to work in groups of 4-5 people (they **MUST** be from your workshop – no exceptions) for the group project. Teams must be self-managing and develop a strategy for working harmoniously, as well as members contributing equally – managing your team dynamics is **YOUR** responsibility, and part of the professionalism aspect of this programme. Teams are assigned at the beginning of the course – you will be informed of your team members names in the first workshop. Attendance at the first workshop is **mandatory**.

### 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 Aoroa.

## Learning Outcomes | *Hua Akoranga*

Learning Outcome	Team Project	Exam	Total
LG1: The ability to think logically and critically and to use advanced problem-solving skills to make well-reasoned decisions. LO 1.1 Information Literacy Ability to apply specific skills in acquiring, organising, analysing, evaluating and presenting information, in particular recognising the increasing prominence of digital-based activity	✓		
LG3: The ability to communicate effectively within a range of contexts. LO3.1 Written Communication Ability to effectively communicate information, arguments and analyses in writing LO3.2 Oral Communication Ability to effectively communicate information, arguments and analyses orally	✓	✓	
LG4: Leadership while working constructively, cooperatively, effectively, and respectfully with others. [teamwork, lifelong learning, self-motivation] LO 4.1 Personal Development Exhibit qualities associated with leadership such as accountability, integrity, respect, self-reflection LO4.2 Teamwork Ability to work constructively, cooperatively, effectively and respectfully as part of a team	✓		
LG5. An awareness of the ethical consequences of business decisions. LO5.2 Environmental and Social Literacy Understand the principles that govern natural and social systems, and the effects of human activity on these systems	✓	✓	
<b>Total</b>	50	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](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: the use of AI tools to generate text, images, audio and video is vital to digital marketers, and has been a standard part of digital marketing practice for years. Hence the appropriate use of these tools to complete assignments is both allowed and encouraged. However, students are required to disclose exactly which tools they used and how they used them. You will not lose any marks for using AI to complete the content generation aspects of your assignments.

MART306 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 Aoroa. Students are encouraged to check Aoroa regularly. It is the student's responsibility to be informed.