

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua  
2026

### MART449 Creative Marketing for Behaviour Change, Sustainability and Social Good

#### 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*

This paper introduces postgraduate students to the theory of creative marketing and tasks them with applying it to encourage behaviour change specifically in the contexts of environmental conservation, sustainable development and social change. The course is distance-taught for students interested in behaviour change strategies and creative marketing, with a particular focus on using visual storytelling and filmmaking. The paper centres on the application of creative marketing strategies, concepts and techniques to influence human behaviour, with the objective of advancing environmental conservation and sustainable outcomes. The approach of behaviour change marketing is grounded in understanding one's target audience to create sustainable and meaningful change. Here, insights from marketing, social psychology and social science research can help organisations design targeted outreach campaigns and can help practitioners understand how to implement community based social marketing and conservation initiatives. Understanding how to research, develop and produce marketing content, using storytelling, multimedia and video production skills, and how to use it in a variety of behaviour change contexts will provide students with contemporary skills that are increasingly sought after by business, government agencies as well as non-governmental organisations and non-profit environmental organisations.

**Semester Two**

**0.1667 EFTS**

**20 points**

#### Teaching Staff | *Kaiako*

##### Course Coordinator

**Name:** Dr Wiebke Finkler  
**Office:** OBS 4.19  
**Email:** [wiebke.finkler@otago.ac.nz](mailto:wiebke.finkler@otago.ac.nz)  
**Office Hours:** Please refer to Aoroa/Brightspace

You should contact Wiebke Finkler with any administrative enquiries about the course.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

**Email:** mathew.parackal@otago.ac.nz

**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:** Asynchronous distance paper. Weekly modules released Tuesday at 12pm.

**Room:** Fully Online – Asynchronous delivery

- MART449 is delivered **fully online** using an **asynchronous learning model**, allowing students to complete content in their own time each week. There are no compulsory live classes that students have to attend.
- The paper consists of **13 weekly modules**, released every **Tuesday at 12pm** on Aoroa/Brightspace. Each module features custom-produced, video-based lectures supported by readings, exercises, and discussion prompts.
- Students are expected to engage with all materials and **contribute to online discussions and activities** worth **10% of the final grade**.
- **Consultation Sessions** are optional live meetings with your peers and course coordinator, offering a key opportunity for feedback on your project. While not compulsory, they're your main chance to discuss ideas in a collaborative environment. Timing will be confirmed.

**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*

MART449 is a 20-point course. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

## Textbook Information | *Pukapuka Kaupapa*

Relevant readings provided as part of online learning modules. To take part in this distance course, students are required to provide their own gear including digital cameras or mobile phones for filming purposes. As a minimum requirement, students need to have a device that is capable of capturing HD 1080p video. Most

modern mobile devices (i.e. cell phones, tablets, digital cameras) are capable of capturing media to these minimum requirements. Students will need to provide their own storage device/platform for their creative portfolio and assignments, including video footage and for project editing purposes. Students need access to a computer including a video editing software of their choice such as iMovie (free), Premiere Pro, Final Cut Pro or DaVinci Resolve (free). NOTE: MART449 does not require any other specialised equipment like tripods or microphones - basic filmmaking techniques are sufficient for all coursework.

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	13 July	Introduction to Behaviour Change, Sustainability and Social Good. Storytelling & Persuasion	
2	20 July	Visual Storytelling & Strategic Marketing	
3	27 July	Rhetorical Theory & Practice <b>Assessment 1 due 5pm Fri 31 July</b>	
4	3 August	Behaviour Change Theories	
5	10 August	The Importance of Culture	
6	17 August	Creative Case Studies Consultation Session	
7	24 August	Filmmaking Part 1 <b>Assessment 2 due 5pm Fri 28 August</b>	
<b>Mid Semester Break</b> <b>31<sup>st</sup> August – 4<sup>th</sup> September</b>			
8	7 September	Filmmaking Part 2	
9	14 September	Video Editing Part 1	
10	21 September	Video Editing Part 2 Consultation Session	
11	28 September	Producing Your Video – Creating a Rough Cut	
12	5 October	Marketing Sustainable Tourism Management Consultation Session (time to be confirmed)	
13	12 October	New Technologies in Media & Communication & Course Wrap <b>Assessment 3 due 5pm Fri 9 October</b>	

\* **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
<b>Assessment 1 (20%):</b> Visual Behaviour Change Storyboard	5pm 31 <sup>st</sup> July	20
<b>Assessment 2 (30%):</b> Behaviour Change Campaign Pitch	5pm 28 <sup>th</sup> August	30
<b>Assessment 3 (40%):</b> Behaviour Change Campaign Project	5pm Fri 9 <sup>th</sup> October	40
<b>Participation</b> in Online Discussions and Exercises <b>(10%)</b>	Weeks 1-13	10

### Assessment Format

Refer to Aoroa/Brightspace for detailed Assessment Outlines.

### Referencing Style

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.

## Learning Outcomes | *Hua Akoranga*

Learning Outcome	Assessment One	Assessment Two	Assessment Three	Overall Reflection	Total
To develop research skills focused on behaviour change, and to critically analyse and generate solutions to complex and sometimes unpredictable environmental conservation and social problems		x	x	x	
To develop technical knowledge in visual storytelling and production skills including filmmaking, creative design and copywriting	x		x	x	
To apply specialised cognitive skills to critically analyse, reflect on and synthesise complex behaviour change information, problems, concepts and theories		x	x	x	
To apply advanced creative skills and strategies for developing and executing creative marketing behaviour change initiatives		x	x	x	
	20%	30%	40%	10%	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: MART449 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.*

*For all submitted assessments students need to include a GenAI Use Disclosure & Evaluation statement as per the following:*

*GenAI Use Disclosure & Evaluation (Mandatory Component)*

*If GenAI was used, the following must be included:*

- *the purpose for using GenAI*
- *prompts used*
- *critical evaluation of AI outputs (usefulness, limitations, and risks)*

*If GenAI was not used:*

- *a signed declaration confirming that GenAI was not used*

*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.