

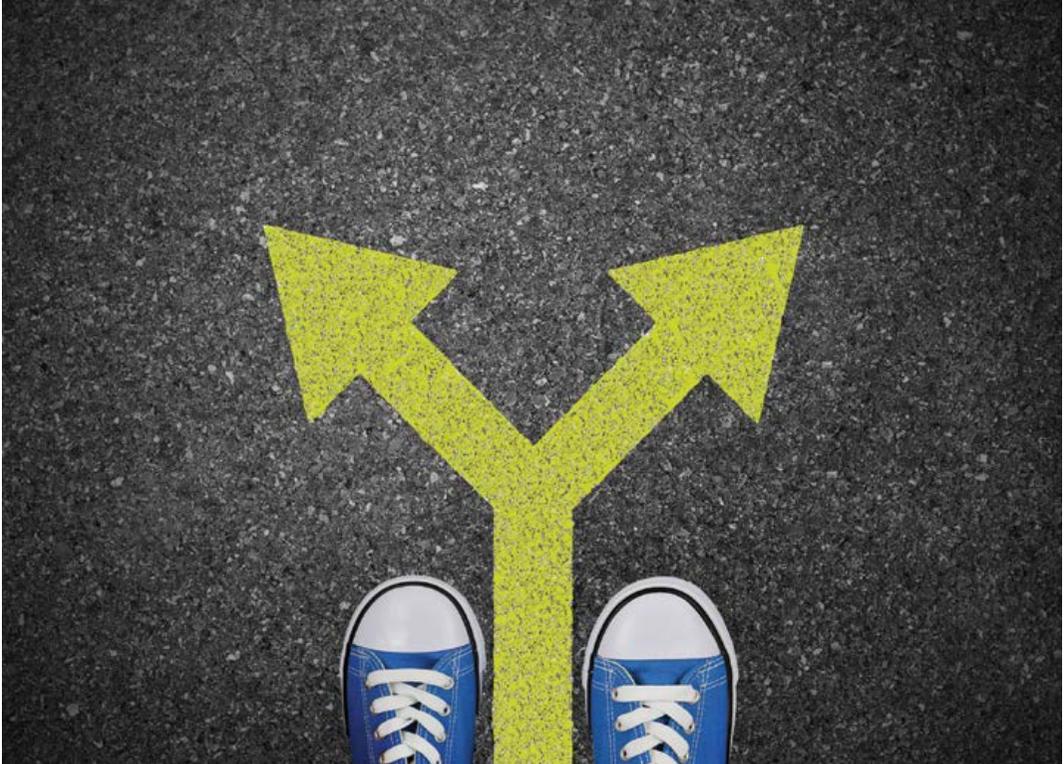
POSTGRADUATE



2018

Department of Marketing

Master of Marketing



Contents

Contacts	2
Aims and objectives of the MMart Programme	3
MMart graduate profile	4
Regulations for the MMart	6
Pathways to the MMart	9
Exit options	9
Teaching and Delivery	10
Commencement of study	14
Getting started on the research project	14
Submission process	15
Thesis structure	16
Examination process	16

For General Information regarding the administration of Masters' Degrees, please see the Graduate Research School's website:
otago.ac.nz/graduate-research/study/researchmaster/index.html

While all reasonable efforts have been made to ensure that the information contained in this Handbook is correct at the time of going to print, matters covered by this publication are subject to change. The University reserves the right to introduce such changes as it may judge to be necessary or desirable. These changes, as reflected in the appropriate policies and procedures, will supersede the relevant information in this Handbook.

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Aims and objectives of the MMart Programme

The Master of Marketing (MMart) degree is designed to broaden and deepen students understanding of marketing and equip them with the academic, professional and marketing skills to add value to employers or pursue higher level doctoral study.

The Master of Marketing is a 12 (or 18 month) full-time degree which encompasses both coursework and research. The Master of Marketing programme involves two semesters of coursework (comprising 7 MART 400-level papers totalling 140 points) and a 40-point research or applied project that students would primarily work on over the summer. Alternatively, students may opt to take a break over the summer and complete their project in Semester One of the following year (18 months). Students will have the opportunity to choose between an academic (MART 580) or an industry focus (MART 501) for their research project. Graduates of the MMart programme will be prepared for a professional career in the public or private sector. The MMart can also be used as a pathway to doctoral-level study in Marketing for those students successfully completing MART 580.

The aim of the programme is to:

- Enhance students' ability to analyse a wide variety of business issues from a marketing perspective;
- Develop students' appreciation of current research in the discipline, and,
- Enhance students' ability to engage in independent research (under supervision) by successfully completing a significant research project.

MMart graduate profile

The Master of Marketing programme at the Otago Business School develops graduates with an extensive knowledge of Marketing theory and practice, and the ability to integrate and apply this knowledge to address applied and academic research issues.

- **SPECIALIST KNOWLEDGE:** The ability to think creatively, resourcefully and strategically about business situations, to reach well-researched conclusions and make soundly based recommendations to businesses, not-for-profit, or government organisations.
- **INTERDISCIPLINARY PERSPECTIVE:** Commitment to intellectual openness and curiosity, as well as an awareness of the strong links between business, consumers, society and ethics and of the links to other disciplines.
- **GLOBAL PERSPECTIVE:** Graduates will have a critical appreciation of global perspectives and interdependencies in relation to marketing, as well as a sense of responsibility regarding global marketing issues.
- **LIFELONG LEARNING:** Commitment to the on-going acquisition of new knowledge and new skills, and an ability to apply these in a fast-moving and dynamic marketing industry.
- **SCHOLARSHIP:** Commitment to the fundamental importance of the acquisition and development of knowledge and understanding.
- **RESEARCH:** A well developed ability to initiate, design, conduct and report independent research, an ability to apply research skills to new situations, and to apply theory to both practical and academic business issues. For example, particular emphasis will be placed on the role of marketing analytics to understand the nature and composition of markets.
- **CRITICAL THINKING:** Ability to analyse marketing issues logically, to challenge conventional assumptions about business practice, to consider different and often conflicting viewpoints and interests in production and consumption (e.g. from private, public and non-profit sectors), and act with flexibility, adaptability and creativity. For example, case studies will be used to address both internal marketing problems and wider social and cultural issues.
- **ETHICS:** Graduates will have an understanding of ethical challenges and dilemmas in marketing. They will have the ability to apply their knowledge of ethical standards when conducting research and developing, communicating



and selling products. For example, the implications and consequences of, and approaches to, issues such as over-consumption, marketing to vulnerable audiences and corporate social responsibility will be addressed.

- **ENVIRONMENTAL LITERACY:** Understanding of the principles that govern natural systems, the effects of human consumption on these systems, and the cultures and economies that interact with those systems. For example, marketing will be positioned as an integral and vital part of social, cultural and economic systems and its impact considered accordingly.
- **COMMUNICATION:** Well developed ability to communicate information and arguments effectively to academic and professional audiences, both orally and in writing. For example, the nature of meaning, the role of rhetoric and the purpose of persuasion will inform the study of advertising and be examined in the presentation of ideas.
- **INFORMATION LITERACY:** Ability to apply specific skills in acquiring, organising, analysing, evaluating and presenting information, in particular recognising the importance of digital-based activity to keep up-to-date with the business environment. For example, social media will be considered both from the perspective of generating and disseminating ideas and as a form of socio-cultural engagement.
- **CULTURAL UNDERSTANDING:** Knowledge and appreciation of multiculturalism and biculturalism to understand the cultural influences on production, consumption, processing and marketing, and the ability to apply this knowledge in a culturally appropriate manner. An understanding of how their academic and business skills relate to Māori development aspirations. For example, case studies will be used to examine, compare and contrast a number of different business relationships in a range of different cultural contexts.
- **TEAMWORK:** Ability to work effectively as both a team leader and a team member, in the workplace and community. Able to understand differing points of view and compromise when necessary to achieve a goal. For example, teams will be used to experience the cooperative and negotiated process of advertising management.
- **SELF-MOTIVATION:** Well-developed capacity for self-directed activity and the ability to work independently. For example, individual marketing plans, including tactical solutions, will be developed.

Regulations for the Degree of Master of Marketing (MMart)

1. Admission to the Programme

- (a) Admission to the programme shall be subject to the approval of the ProVice-Chancellor (Commerce).
- (b) Every applicant must either:
 - (i) be a graduate and normally have achieved an average grade of B+ at 300-level, or
 - (ii) have equivalent alternative qualifications or experience acceptable to the Pro-Vice-Chancellor (Commerce).
- (c) No applicant will be admitted who has previously been awarded an Honours degree or Postgraduate Diploma in Marketing.

2. Structure of the Programme

- (a) The programme of study shall consist of seven 20-point taught papers together with a 40-point applied project (industry focussed) or research project (academically focussed). The papers will be made up of:

Three compulsory papers:

MART 460	Research Methods	20 points
MART 461	Marketing Theory	20 points
MART 462	Advanced Marketing Analysis	20 points

Plus four of the following elective papers, including at least two MART papers:

BSNS 401	The Environment of Business and Economics	20 points
MART 448	Advanced Business Analytics	20 points
MART 463	Food Marketing	20 points
MART 464	Consumer Behaviour	20 points
MART 465	Retailing	20 points
MART 466	Digital Marketing	20 points
MART 467	Tourism Marketing	20 points
MART 468	Branding	20 points
MART 469	Advertising, Planning and Concept Development	20 points
MART 470	Special Topic in Marketing	20 points
ENTR 411	Introduction to Entrepreneurship	20 points
ENTR 415	New Venture Strategy	20 points
MANT 454	Global Management	20 points

Or, a suitable alternative as approved by the Head of the Department of Marketing



Plus one of the following project papers:

BSNS 501	Applied Project	40 points
BSNS 580	Research Project	40 points

- (b) A candidate may be exempted from some of the required papers on the basis of previous study, subject to the approval of the Pro-Vice-Chancellor (Commerce). Alternative papers will be required to be at an equivalent level of study.
- (c) A candidate shall, before commencing the investigation to be described in the project, normally have achieved a B+ average in their coursework and secure the approval of the Head of the Department of Marketing for the topic, the supervisor(s) and the proposed course of the investigation.
- (d) A candidate may not present a project which has previously been accepted for another degree.
- (e) A candidate must pass both the papers and the project components to be awarded the degree.

3. Duration of the Programme

A full-time candidate will normally complete the requirements for the programme in 12 (or 18) months of study. A part-time candidate will normally complete the requirements for the programme in 24 (or 36) months of study.

4. Withdrawal from the Programme

- (a) Candidates are normally expected to achieve a B+ average in their papers. A candidate whose paper results are not satisfactory may be required to withdraw from the programme.
- (b) Where a candidate withdraws from the programme, whether voluntarily or otherwise, after completing the prescribed papers, the Pro-Vice-Chancellor (Commerce) may recommend the award of the Postgraduate Diploma in Commerce (PGDipCom) or determine which papers shall be credited towards the diploma.

5. Examination of the Research or Applied Project

- (a) The project shall normally be assessed by two examiners internal to the University of Otago.
- (b) Each examiner shall supply a written report and recommend a mark and grade on the basis of the project as submitted, and an overall result.
- (c) Where there is disagreement regarding the result, the Programme Director should so report to the Pro-Vice-Chancellor (Commerce) or nominee who shall arrive at a decision after consulting a referee who should normally be external to the department concerned.

6. Level of Award of the Degree

The degree may be awarded with distinction or with credit.

7. Variations

The Pro-Vice-Chancellor (Commerce) may, in exceptional circumstances, approve a course of study which does not comply with these regulations.

Pathways to the MMart

Applicants who do not have an academic background in Marketing but who are strong in other disciplines are able to apply for entry to the MMart programme.

1. Direct from undergraduate degree

The minimum entrance requirement for direct entry to the MMart is a B+ average across the student's 300-level papers.

2. Entry from PGDipCom, with a possible upgrade to MMart

Students must have a B average over their 300-level papers to be eligible for admission to the PGDipCom. Students must achieve a B+ average in their compulsory 400-level coursework in order to be upgraded to the MMart (and enrol for project study).

Exit options

A student who is enrolled for the MMart direct from undergraduate study and who does not attain the minimum grade average (or simply has a change of mind) is able to exit the programme prior to the thesis and graduate with the relevant diploma (PGDipCom or DipGrad) provided the requirements for the diploma have been met.

A student who is enrolled for the PGDipCom and who does not attain the minimum grade average necessary to convert to a MMart (or decides against proceeding) is able to graduate with the relevant diploma as above.

Teaching and Delivery Method

The 400 level papers are delivered using a combination of lectures, seminars, tutorials/labs and directed readings; and assessed through essays, reports, analyses, presentations, debates and reviews. A brief synopsis of the available papers is provided below:

Compulsory

MART 460 Research Methods (S1)

Qualitative and quantitative research methods are critiqued with regard to their application in solving marketing problems.

MART 461 Marketing Theory (S1)

The theoretical foundations of marketing as an academic discipline, its role in organisations, as well as its broader social and economic functions.

MART 462 Advanced Marketing Analysis (S1)

The applications of quantitative and qualitative research methods to marketing problems, the advancement of marketing theory and the development of applied skills in research design and analysis.

Options

BSNS 401 The Environment of Business and Economics (FY)

Provides exposure to multi-cultural and international influences on business and global economics, including communications, governance, accountability and ethics. Designed to develop skills for graduates working in all international environments.

MART 448 Advanced Business Analytics (S2)

Application of advanced analytics in a business context using SAS. Topics include: data marts, data access and integration, predictive modelling, design of experiments, segmentation, forecasting.

MART 463 Food Marketing (S1)

Factors affecting food marketing in New Zealand and internationally, and their influence on the development of the food industry including product development and marketing research for effective food marketing.

MART 464 Consumer Behaviour (S2)

An exploration of recent developments and issues in consumer behaviour and consumer research.



MART 465 Retailing (S1)

An introduction to retailing. Encourages students to think laterally and critically about retailing and creates an environment where students can explore related topics in which they are interested.

MART 466 Digital Marketing (S1)

An introduction to the application of digital technology in marketing. Provides students with a deeper understanding of digital marketing theories and online tools available to marketers. Technical background is not required.

MART 467 Tourism Marketing (S2)

The application of consumer behaviour and marketing theory to practical issues in providing tourism's core product: Experiences. Includes an applied research opportunity with local businesses.

MART 468 Branding (S2)

Development of skills to analyse and manage brands effectively, based on current theoretical understanding in the academic branding literature and its application to contemporary cases.

MART 469 Advertising Planning and Concept Development (S2)

The history, current practice and possible futures of the planning function in advertising and the development and execution of creative concepts.

MART 470 Special Topic (S1)

Current issues in Marketing.

ENTR 411 Introduction to Entrepreneurship (S1)

An introduction to the concepts of entrepreneurship. Factors that lead towards entrepreneurial success and the skills and behaviours necessary to be a successful international entrepreneur.

ENTR 415 New Venture Strategy (S2)

Planning and managing growth in a new entity. Legal and ethical issues. Exit strategies.

MANT 454 Global Management (ES)

The broad and complex challenges of conducting business across national borders, from micro (e.g. management of cross-cultural and geographically-diverse teams) to macro (e.g. development of global strategies), Students enrolled in an MMart must take the modules Managing Global Value Chains and Indigenous Perspectives on Organisation.

Expectations and Workload

Each paper is worth 20 points and therefore has a workload of 240 hours. Accordingly, you should anticipate spending an average 18-20 hours per week on each paper for the duration of this 13 week course.

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Research Project

Students can choose between a research or an applied project, these are outlined below:

MART 501 Applied Project (40 points)

Students will investigate a business problem (real or simulated), supported by appropriate applied and academic literature.

This project is designed primarily for those students who want exposure to and experience in a business environment that will build on their coursework. The project will enable the student to identify and investigate a business problem and its solutions, and to prepare an in-depth report (approximately 15,000 words). The project can focus on a real business or can relate to a simulated or virtual organisation.

As an advanced level applied project, there will be individual variations in the topics and approaches to addressing business problems. Students may work independently on a business problem or there may be students who share the same problems, but will use different sets of data and/or different methods of analysis. Conversely, there may be students who use the same sets of data and/or the same method(s) but will apply them to different problems. Each student will prepare an independent written report, though there may well be overlap in either methods or topic areas.

During MART 501, students will be able to:
(*attributes from the Otago Graduate Profile are in italics*)

1. Plan and conduct an independent project (applied) that will be relevant and useful to the chosen business context (*global/research*)
2. Apply critical thinking skills and interdisciplinary approaches to an in-depth analysis of the chosen business problem (*critical thinking/interdisciplinary*)
3. Demonstrate problem-solving abilities in a multicultural global business environment (*cultural understanding*)
4. Work independently to produce a report with a high level of communication skills (verbal and written) (*self-motivation/critical thinking/communication*)



Before commencing the investigation to be described in the project report, the student will obtain the approval of his/her supervisor and the MMart coordinator. A project may not be used that has been submitted for another qualification.

MART 580 Research Project (40 points)

This research project has a more conceptual focus than BSNS 501, and is intended to complement the coursework components of the Masters programmes for those students wishing to seek a further postgraduate qualification.

During BSNS 580, students will:

(in italics are attributes from the Otago Graduate Profile)

1. Plan and conduct an independent research project that will be relevant to the chosen academic discipline (*research*)
2. Apply critical thinking skills and (potentially) interdisciplinary approaches to the chosen discipline and research topic (*critical thinking*)
3. Demonstrate the ability to work independently (*self motivation*)
4. Be able to write a research report with a high level of communication skills (verbal and written) (*critical thinking/communication*)

Students will work with the MMart coordinator to identify a research problem that will form the focus of the research project. Readings will be identified to provide background information, to inform an approach to the problem(s) and an in-depth analysis of the context (business, social, ethical).

Before commencing the investigation to be described in the proposal, the student will obtain the approval of his/her supervisor and the programme co-ordinator. A research project may not be used that has been submitted for another qualification.

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Study Space

Computer hot desks and space for use of independent laptops will be provided for MMart students.

Commencement of study

DATE	REQUIREMENT
Semester 1 January/February	Register for papers by 15 January. 7 papers at 400 level, plus the applied/research project (Mart 580/501). Classes begin late Feb.
Semester 2 July	Students wishing to convert from a PGDipCom to the MMart programme can apply once first semester grades are available.
Early October	Submission of Research Proposal and approval of topic by Mart501/580 coordinator.
By Mid-October	First meeting with supervisor and start of Research Project.
Mid February	Submission of Research Project.

Getting started on the Research Project

Starting early

You should start the process early in second semester. Apart from being 'good practice' a key reason for starting early is that there will be many opportunities in your 400-level papers to explore topics of interest. More information on the Research Project will be provided early in Semester Two and it is recommended that you visit the MMart coordinator during the second semester to discuss your initial ideas.

Allocation of a Supervisor

You can seek a supervisor or you may be allocated an appropriate supervisor, based on your agreed thesis topic. Please discuss this with the MMart coordinator to see what is required of you. You should schedule your first meeting with your supervisor mid-October.

Because research will be conducted over the holiday periods (i.e. Christmas) you must plan your activities carefully in respect to ethics approval, access to the library, availability of supervisors and holiday periods in commercial organisations.

The research project is largely self-directed and success will depend on your own initiative and effort. The supervisor's role is to provide direction and constructive criticism.



Ethics

Where appropriate, and before data is collected, M Mart research requires ethical approval from the University of Otago. Many projects are Category B and can be assessed and approved by the Marketing Department's Ethical Approval contact person. If you require Category A approval, this will be processed by the University Ethics Committee.

If you do have a relationship with a company you must get written consent to undertake the research from your client.

See otago.ac.nz/council/committees/committees/HumanEthicsCommittees.html for further information.

Intellectual Property

For information on Intellectual Property Rights for Graduate Research Students, please see: otago.ac.nz/administration/policies/otago003228.html

Research consultation with Māori

The Policy for Research Consultation with Māori provides the framework for an appropriate and mandated consultation process with Māori for research. It ensures an effective and efficient mechanism for managing the consultation process while acknowledging the needs and aspirations of Ngāi Tahu for Māori development and benefit in Ngāi Tahu Vision 2025. This process is available to University of Otago researchers only.

Please note:

- appropriate consultation is required before you begin work on research proposals
- consultation is required for all areas of research
- consultation may take time – so start well in advance of preparing your proposal

For more information, please see otago.ac.nz/research/maoriconsultation/

Submission process

You are required to submit two spiral bound copies of your research project for examination to the Department by 5.00pm on the agreed upon date in February.

Thesis structure

The thesis **should not exceed 15,000 words**, excluding, references, figures and tables. The documents must be word processed and printed on quality A4 paper, single sided with 3.4 and 2.5 cm margins, 1.5 line spacing and 12 pt. font (preferably Times New Roman). Harvard referencing style should be used.

The document should include:

- Title page
- Abstract
- Table of Contents
- List of Figures and Tables
- Body of the Report
- References

You are also advised to consult the Library's Thesis Information Guide available at <http://otago.libguides.com/thesisinformation>

The examination process

Your Research Project will be examined by two examiners. The examination process will take approximately 1 month.

For further information about graduation, see the Graduation webpage: otago.ac.nz/study/graduation/

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