

POSTGRADUATE



2018

Department of Marketing

Postgraduate Study Options



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As the marketing world becomes more sophisticated and more diverse, research skills are becoming increasingly sought after by employers. More graduates and business professionals are enhancing their qualifications and career prospects with postgraduate study, along the way learning valuable research and critical skills.

With our research performance ranked amongst the top New Zealand universities, the Department of Marketing has the resources and expertise to help you. We are respected in New Zealand and internationally for our leading research and our students benefit from having supervisors with strong, diverse and active research backgrounds.

Research is challenging, but can be fun and highly rewarding. Some students gain valuable teaching experience while they study, and can also attend, and often present at regular departmental research seminars. This is a great opportunity to obtain substantial peer review and feedback. Senior research students may also attend appropriate national and international conferences to present and receive informed feedback on their work.

The following graduate and postgraduate qualifications are available:

- Diploma for Graduates (DipGrad)
- Bachelor of Commerce (Honours)
- Postgraduate Diploma in Commerce (PGDipCom)
- Master of Marketing (MMart)
- Master of Entrepreneurship (MEntr)
- Master of Commerce (MCom)
- Doctor of Philosophy (PhD)

Graduate study in the Department of Marketing takes two forms, 'thesis only' and 'taught courses'. Generally, the thesis only courses (PhD and Master of Commerce) are accessed by students who have studied at graduate level via taught courses either at Otago or at other accredited institutions.

Graduate study via taught courses allows students to explore specific marketing or entrepreneurship subjects in considerably more depth than at undergraduate level in either a small taught class or individual study environment. Classes are small compared to undergraduate courses and consist of highly motivated students studying with lecturers who are research specialists. This environment also allows a variety of innovative teaching approaches to be used.

More information about all of these programmes can be found at otago.ac.nz/marketing/study/postgraduate/index.html

Graduate and Postgraduate Qualifications

Diploma for Graduates (DipGrad)

The Diploma for Graduates is a qualification open to students who concurrently or subsequently want to complete a second major in addition to an existing BCom, BA or BSc degree. This route to a major does not include the obligation to include the core of Year 1 or Year 2 BCom papers in marketing. In its flexible form, it is intended for graduates who wish to deepen their disciplinary background, in any combination of subjects from the rich offerings across the University of Otago campus. A DipGrad requires the completion of 126 points, including at least 72 points at 300 level or higher. It is a good choice if you have a firm perspective of what you would like to achieve in your career path, and want to choose a tailor made, multi-disciplinary portfolio towards your particular objectives. It is also a good option if you want to mix advanced marketing knowledge with digital, mobile, visual culture, writing, art and coding or programming options. The Department of Marketing offers two DipGrad programmes:

The Diploma for Graduates Endorsed in Marketing Management includes MART 301 Strategic Marketing, plus at least three other MART courses at 300 level. Other courses may be chosen from any discipline at any level. This allows students to pursue options to continue to build their own profile. Candidates may choose to specialise in strategic and/or consumer behaviour portfolios. It is an excellent option for bachelor's students from any discipline who want to add a structured general marketing education.

The Diploma for Graduates Endorsed in Advertising is one of three dedicated study options recognised by the New Zealand Commercial Communication Council. It is a demanding multi-award-winning high-performance opportunity, known as The Brandbach. Access is recommended for students with a proven conceptual talent and a keen vocational interest in content generation. Otago's reputable creative and planning programme must include MART 333, MART 469 and one other MART course of 300 level or higher. Given this endorsement includes a compulsory 400 level paper, a minimum B average across courses in the previous bachelor's degree is required. The core papers may be complemented by offerings in the digital humanities and English for students with copywriting aspirations, the liberal arts for art directors, computer and information sciences for coders and programmers, and strategic and entrepreneurial courses for start-ups in the creative industries. Course content is connected to major brands, and included a cutting edge digital and mobile focus. Alumni from the Brandbach program are in high demand in the creative industries.

If you are interested in finding out more about our endorsed DipGrad programmes, please visit brandbach.com or contact Dr Roel Wijland | Room 6.24, Commerce Building | Tel 479 8411 | Email roel.wijland@otago.ac.nz

Bachelor of Commerce with Honours (BCom(Hons))

The BCom(Hons) degree is a postgraduate programme which can be taken by advanced students. The degree involves intensive study, culminating in the completion of a research dissertation. Yes, it takes an extra year and involves more advanced study, but the investment gives you other advantages besides higher levels of knowledge and understanding. For example, it is true that employers look more favourably on honours graduates, so it is a great way to stand out from the rest.

It is also true that honours gives you a real taste of postgraduate study. It is about the best grounding you can get to prepare you for higher study, and many honours graduates go on to Masters' or PhD programmes.

Our honours degree gives you a chance to develop academic and practical research skills which you will use in the completion of an individual research dissertation.

Besides preparing students for further postgraduate work (such as MCom or PhD) the research skills gained in honours are highly desirable for graduates considering careers in areas such as market research, consultancy, policy and other industry-based analysis roles.

Entrance to honours is competitive – it is based on grades in your previous papers. You should aim for at least a B+ average grade for your four best 300-level papers that can count towards the major subject requirements for your BCom in Marketing.

If you are interested in finding out more about our honours programme please contact the Honours Co-ordinator, Associate Professor Lisa McNeill | Room 6.39, Commerce Building | Tel 479 5758 | Email lisa.mcneill@otago.ac.nz



Postgraduate Diploma in Commerce

(PGDipCom – endorsed in Marketing)

The PGDipCom is a full-time course taken over one year, or part-time up to three years. It is flexible and can be structured to meet your requirements.

A PGDipCom consists of six 400-level papers (120 points), whereas a DipGrad typically consists of seven 100-level, 200-level and 300-level papers (120 points of which at least 72 are above 200 level).

If you've graduated with a BCom in Marketing (with a minimum B grade average across 72 points at 300-level), DipGrad or equivalent, this diploma offers you a chance to gain a higher qualification. Its status is similar to the BCom(Hons) degree but it is a taught programme which does not involve the completion of a research dissertation.

All our PGDipCom students are expected to enrol in six 400-level MART papers from MART 448, MART 460-470. Your choices are subject to the approval of Associate Professor Lisa McNeill | Room 6.39, Commerce Building | Tel 479 5758 | Email lisa.mcneill@otago.ac.nz

Master of Marketing (MMart)

The MMart is a 12 or 18 month full-time degree that encompasses both coursework and research. It suits both marketing majors and graduates from related disciplines.

This internationally recognised degree will broaden and deepen your understanding of marketing and equip you with the academic, professional and marketing skills to accelerate your career and differentiate yourself in the market. You will cover advanced marketing strategy, research and analysis, as well as a range of options to allow you to specialise in your chosen field including Entrepreneurship, Branding, Consumer Behaviour, and Advertising.

The coursework is spread over two semesters and is followed directly by the research component (12 months). 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 or an industry focus for their research project at 300 level. Applicants should normally have a B+ in marketing or a related discipline.

As a Master of Marketing, you will have the ability to add value to industry, or pursue higher level doctoral study – one degree, two ways forward.

If you are interested in finding out more about our Master of Marketing programme please contact the Director of Masters Programmes, Dr Leah Watkins | Room 6.40, Commerce Building | Tel 479 8168 | Email leah.watkins@otago.ac.nz



Master of Entrepreneurship (MEntr)

The Master of Entrepreneurship is a three-semester qualification. The first twelve months (or two semesters) of the course is divided into six papers, each lasting six weeks. Each paper has an intensive four/five-day on-campus course, followed by a number of assignments which students can complete off-campus.

The second part of the degree (one semester) consists of a business incubation report which is undertaken following the completion of the six papers. Participants devise a real-life business project, assess the feasibility of their proposed service, product or business idea, and plan its implementation. Alternatively, students can base their report on a local entrepreneur's new venture. This project is designed to integrate the knowledge and skills students have acquired in the previous six papers and bridge the academic and practical divide.

Applicants seeking admission to the programme would normally be expected to have a bachelor's degree (in any discipline) with a B/B+ grade average. However, an emphasis is also placed on the life experiences and "entrepreneurial talent" of applicants, so a good grade average is not the only entry criterion. The programme does not assume participants have prior knowledge of any particular business discipline, so the degree is suited to budding entrepreneurs from the Arts, Sciences and professions as well as Commerce, and to experienced business people wishing to fine tune their skills with a postgraduate business qualification.

For further information please contact the MEntr Programme Co-ordinator
Tel 479 5498 | Email entrepreneurship@otago.ac.nz

Master of Commerce (MCom – endorsed in Marketing)

The Master of Commerce is a 1-2 year programme, involving the completion of a thesis prepared under supervision, or a combination of coursework and thesis. The MCom degree allows for the development of individual research, giving students the opportunity to contribute to existing fields or to begin to develop new areas of research.

Students who have a bachelor's degree (or equivalent qualification) will complete the MCom by papers and thesis (at least two years' full-time study). The first year consists of a selection of six 400-level papers worth 120 points, followed by a thesis in the second year.

Students who have a good honours degree or a PGDipCom (or equivalent qualification) can complete the MCom by thesis only (minimum one year). The programme can also be undertaken part-time, to be completed within four years.

Research topics are chosen in consultation with the Director of Masters Programmes, Dr Leah Watkins | Room 6.40, Commerce Building | Tel 479 8168 | Email leah.watkins@otago.ac.nz



Doctor of Philosophy (PhD)

If you're considering an academic career, you'll need a PhD. Increasingly, senior business people also have PhDs and the skills you will acquire as you undertake advanced research will stand you in good stead, whichever direction your career might take.

The PhD is a specialised thesis-only degree and differs from a masters degree thesis in scope, depth and originality. It's rigorous and demanding and represents significant independent research. A PhD consists three years of full-time study and students should aim to submit their thesis within this period; part-time study is also available and a PhD may be taken over six years part-time.

Entry to our PhD programme involves a rigorous assessment of your performance in preliminary postgraduate degrees. An MBA or applied Masterate is not a normal entry point for a PhD and, if you have not undertaken advanced study in marketing theory or research methods, we will require you to enrol in papers and meet a high standard in these so you have the knowledge and skills to undertake PhD research. In some cases, we may require you to enrol in a PGDipCom or MCom before we can assess your suitability as a PhD candidate.

If you are an international student, please note that you must have achieved an overall IELTS score of 6.5 to gain entry to our programme; students not meeting this criterion will only be considered in exceptional circumstances. We would normally expect a score of 7.0 for the Writing component.

In exceptional cases (where the scope and quality of their research justifies it), MCom students may apply to upgrade to a PhD. Details of upgrading from an MCom to a PhD are available from the PhD Director and are outlined in the PhD Handbook.

Application Information

Entry to the PhD programme at the University of Otago is competitive. The first step is to supply the following information:

- A certified copy of your full academic record (i.e., all the papers you have studied and your record of achievement in these);
- Details of the research you undertook during your Masterate; a copy of the summary and conclusions chapter is often helpful;
- International students must also supply evidence of their performance in IELTS (we require students to have an IELTS score of at least 6.5 overall and, in normal circumstances not less than 7.0 for the Writing band or evidence of having successfully completed post-graduate study in English;
- An indication of whether or not you will require a Scholarship to undertake study at the University of Otago;
- Two academic reference letters attesting to your research ability (if your last degree was completed several years ago, we can consider a letter from your employer), and,
- A detailed proposal for the PhD (five to ten pages long, not including references) that explains the topic of the PhD in the context of relevant literature and clearly demonstrates the aims of the PhD and how these will add to academic knowledge/fill a gap in academic understanding.

We strongly recommend that you review current staff members' research interests when developing your research question(s). Information on our research activities is available on our website otago.ac.nz/marketing/research/

Your brief proposal will enable us to assess whether suitable supervision is available in the Department. Please note that we cannot guarantee supervision; this will depend on the alignment between your question and our interests, as well as on staff members' current commitments. The PhD Director will advise you of staff who could potentially provide supervision and they will then contact you to set up a meeting where you have an opportunity to learn more about each other's work and interests, and approaches to research and supervision.



If following these discussions, the supervisor/s confirm their availability to supervise, we will then invite you to submit a formal application to enrol in our PhD programme to the University. Please note that our ability to provide supervision **does not guarantee acceptance** by the University – a formal application to the University must be made separately after the Department has agreed to provide supervision. Administrative and academic staff from several departments will review your formal application and, if this is successful, you will be offered a place in our programme.

For further information, please contact the PhD Director | Dr Alexandra Ganglmair-Wooliscroft | Room 6.31, Commerce Building | Tel 479 8167 | Email alexandra.ganglmair@otago.ac.nz

The University website contains extensive information about the Doctor of Philosophy (PhD) (including registration, enrolment and scholarship information):

otago.ac.nz/study/phd

International students wishing to apply for postgraduate study should contact the International Office of the University: otago.ac.nz/international

Postgraduate Marketing Papers

Our postgraduate degrees that include coursework are built up out of combinations of these papers.

MART 448 Advanced Business Analytics

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 460 Advanced Research Methods

This paper asks the question “why do we undertake research?” and considers the different forms of research that are applicable to marketing. The paper picks up on some of the more practical elements of data collection methods you may have learnt in an undergraduate programme, and links these to different research philosophies. You will be asked to consider your own views on research, and develop a proposal for a research project linked to your particular interests in marketing. Overall, the paper will prepare you to undertake a research project of your own, such as an Honours dissertation, a Masters or a PhD.

MART 461 Marketing Theory

This paper aims to create awareness and understanding of the different theoretical foundations of marketing thereby broadening and deepening your knowledge and perspective of marketing as an academic discipline, its role in organisations, as well as its broader social and economic functions.

MART 462 Advanced Marketing Analysis

The applications of quantitative and qualitative research methods to marketing problems and the advancement of marketing theory. This paper will develop applied skills in research design and analysis.

MART 463 Food Marketing

New Zealand is still critically dependent upon adding value to food products. This course looks at the business of value added by food marketing. It examines the peculiarities and pitfalls of this ancient and ruthless marketplace. The critical importance of market power structures, category management, the point of sale environment and point of sale communication is thoroughly addressed. The paper gives students the chance to work with a real client in producing a design that will increase the performance of their product at the point of sale. Tasks include design, communication plan development, full sale commercial field trials and set piece commercial presentations.



MART 464 Consumer Behaviour

An exploration of topical issues and current theory in consumer behaviour and consumer research. Contemporary consumer behaviour topics will be covered and students will be provided with an opportunity to answer a consumer behaviour research question using real life data.

MART 465 Retailing

Topics covered include positioning strategy, marketing strategy, the exchange environment, buyer behaviour, store location, store layout, merchandise management, promotion and advertising.

MART 466 Digital Marketing

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

Tourism Marketing is central to the New Zealand economy. In this paper, we combine practical application with sound theoretical knowledge. Seminars discuss theoretical concepts and models of tourism and event marketing before students undertake a practical marketing project, such as creating a tourism event for the Forsyth Barr stadium in Dunedin or developing operator brands that fit with Dunedin's destination brand.

MART 468 Branding

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

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

MART 469 is the senior capstone advertising course at the University of Otago. It offers 20 two hour sessions on conceptual development and strategic and digital engagement planning, with a focus on industry connected projects and participation in major national and international awards. The course is both accessible to marketing postgraduates and students of The Brandbach, the dedicated advertising specialisation. Entry requirements are the prior or concurrent enrolment in MART 330 Creative Marketing Communication, the presentation of a creative portfolio (with a language, art or business focus) and an interview.

Class size is limited to 12 students. Full year students enrolled in the Diploma for Graduates Endorsed in Advertising will get priority in placements. Kindly visit the Brandbach website for details otagoadvertising.com/

MART 470 Special Topic in Marketing

Advanced topics in Marketing. Please refer to Department website for details of special topics.

MART 480 Honours Dissertation

The Honours Dissertation is an opportunity for you to undertake a research project aligned to your personal interests and skills in marketing. The dissertation spans the academic year and requires you to develop your own project, and position it within marketing theory. You will have an academic supervisor for the duration of the dissertation, but the project is your own and, as such, is a fantastic opportunity to develop your knowledge and research skills in marketing.

Master of Entrepreneurship Papers

The Otago Business School's Master of Entrepreneurship programme requires you to complete six papers plus a business project. The papers include the following:

ENTR 411 Introduction to Entrepreneurship

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 412 Feasibility Analysis

The techniques used to create and evaluate new concepts or new business opportunities. Feasibility analysis processes, including concept generation, concept screening and analysis.

ENTR 413 Finance for Entrepreneurs

The concepts, techniques, instruments and institutions involved in raising new venture finance and private equity. Accounting issues involved in achieving successful outcomes. Entrepreneurial finance, venture and corporate venture capital.

ENTR 414 Marketing and Selling

Marketing principles, personal selling, sales management and other aspects of marketing relevant to entrepreneurs operating in a global environment.

ENTR 415 New Venture Strategy

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

ENTR 420 Sustainable Entrepreneurship (optional)

An applied entrepreneurship paper that explores the development of innovative business models and new ventures that are designed to provide sustainable social and environmental benefits.

ENTR 421 Technology and Entrepreneurship (optional)

An applied entrepreneurship paper that explores the development of innovative business models and new commercial ventures within the field of science and technology.

ENTR 525 Business Project

A project based paper in which students prepare a comprehensive report on the development of a new venture that is ready to attract external equity.

Papers ENTR 420 and ENTR 421 are optional and students choose one of the two. Each of the optional papers is subject to demand and may not be offered every year.



For further information contact:
Department of Marketing
University of Otago
PO Box 56
Dunedin 9054
New Zealand
Tel 64 3 479 8163
Email marketing@otago.ac.nz
otago.ac.nz/marketing

