



BUSINESS SCHOOL  
Te Kura Pakihi

# Department of Marketing

## Te Mātauranga Tokoka

SEMESTER TWO 2023

### MART211 Products to Market

#### Paper Description and Aims

Provides an in-depth understanding of the issues and considerations in the management and pricing of products, illustrates the role of pricing and product management in achieving strategic business goals, demonstrates the link between pricing and product management within the context of marketing channels.

**Semester Two**

**0.15 EFTS**

**18 points**

**Prerequisites:** MART 112

**Restrictions:** MART 202 AND MART 203

#### Teaching Staff

##### **Paper Coordinator**

Name: Cathie Child  
Office: OBS 4:42  
Email: [cathie.child@otago.ac.nz](mailto:cathie.child@otago.ac.nz)  
Office Hours: Please refer to Blackboard

##### **Course Leader/Lecturer/Tutor**

Name: Dr. Robert Hamlin  
Office: OBS 4:20  
Email: [rob.hamlin@otago.ac.nz](mailto:rob.hamlin@otago.ac.nz)  
Office Hours: Wednesday 2-3pm

##### **Lecturer/Tutor**

Name: Dr. Masoud Karami  
Office: OBS 4:34  
Email: [m.karami@otago.ac.nz](mailto:m.karami@otago.ac.nz)  
Office Hours: Please refer to Blackboard

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.

## **Paper Delivery**

Lecture Day/Time: **Tuesday 4-4.50, Wednesday 4-4.50**

Room: Please refer to your eVision timetable

Tutorials Day/Time: Please refer to your eVision timetable

TA1	Monday	9:00am - 9:50am
TA2	Monday	10:00am - 10:50am
TA3	Monday	11:00am - 11:50am
TA4	Monday	2:00pm - 2:50pm
TA5	Monday	4:00pm - 4:50pm
TA6	Tuesday	9:00am - 9:50am
TA7	Tuesday	10:00am - 10:50am
TA8	Tuesday	1:00pm - 1:50pm
TA9	Tuesday	3:00pm - 3:50pm

Each week students must attend two fifty-minute lectures and one fifty-minute tutorial (or presentation slot) on the weeks indicated in the lecture schedule below.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the **first** week of semester. You will be allocated to a tutorial and this will be available in eVision.

Calendar The calendar in this outline details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

**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 Blackboard 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**

MART211 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.

## **Textbook Information**

There is no text for this course, but readings will be supplied to support most parts of the lecture stream. These readings are given in the list immediately below. The readings are largely drawn from either the Harvard Business Review or from Forbes, which gives a consistency of style and positioning to the list. Most are both short and readable. These readings will be referred to in the lectures and will be examined by the terms test and final examination. See later assessment details as to how the readings will be examined. The readings may be accessed via the links within the reading list (Forbes) and via the library databases as well (all other readings).

In addition to the financial models in the two self-administered labs and four financial model case studies will be supplied as part of the course module on financial analysis for marketers. These come with a full set of answers and can be worked through by students independently. Two of these will be nominated to be examinable directly in the final. The lab cases may be examined in a similar manner. Both labs and case will be available on Blackboard at the start of the mid-semester break and will be re-posted later along with the relevant lectures.

All course lecturers and tutors have weekly office hours throughout the semester, and these can be found on this outline. Students are encouraged to take advantage of this resource in a timely manner if they have any problems or issues with the material presented to them. NOTE while lecturers and tutors may post office hours after the semester leading up to the final, they are not required to do so, and any such hours are usually heavily frequented – So get in early to get a good service.

## **Reading list**

This list contains all the preparatory reading for this course. Readings are examinable in the mid-term test and final via questions that appear at the end of the lectures with which they are associated. If questions relating to the readings are set, then they will be reproduced 'verbatim' in the examination.

URL links for the full text of all articles are given below. All are publicly available. The academic article links here download 'ad libitum', but Forbes and HBR only allows you to directly download a few free articles per month. You should not 'blow the Forbes monthly limit in the normal course of events, but the more numerous HBR articles and all of the academic readings are also available (somewhat less conveniently) via the library.

To access HBR full text via the library (at some point in the process you will be prompted for your username and password – these are your normal Uni ones):

- 1) Go to the E-journals page: [https://otago.hosted.exlibrisgroup.com/primo-explore/jsearch?vid=DUNEDIN&\\_ga=2.209728464.431294120.1593587321-1789789926.1591047971](https://otago.hosted.exlibrisgroup.com/primo-explore/jsearch?vid=DUNEDIN&_ga=2.209728464.431294120.1593587321-1789789926.1591047971)
- 2) Type 'Harvard Business Review' in the 'enter title or ISSN' prompt.
- 3) Click on the 'Harvard Business Review' which should be the first of four journals catalogued.
- 4) This will take you to 'EBSCO Source Business Complete' database page. Click on the 'search within this publication' prompt.
- 5) You will then be presented with a search form. The first box will have "JN "Harvard Business Review"" written in it. Do NOT overtype this. Instead, go to the second box below it, which will have "and" in front of it. Paste or type the article title into this box. And press the green 'search button'.
- 6) The article entry should then come up. At the bottom of this will be a choice of .pdf or HTML file formats. Pull up your choice. You can read the article off the screen and you can also download this file (recommended).

This procedure with the necessary title changes works for most other journals. The University library has impressive access to published sources via its E-journals databases.

### **Module 1: Innovation & market development**

- 1) Pisano, G. P. (2015). You need an innovation strategy. *Harvard Business Review*, 93(6), 44-54. Available at: <https://hbr.org/2015/06/you-need-an-innovation-strategy>
- 2) Pisano, G. P. (2019). The Hard Truth About Innovative Cultures. *Harvard Business Review*. January February 2019 p. 1-15. Available at: <https://realignforresults.com/wp-content/uploads/2020/02/HBR-article-2.4.20-PDF-ENG.pdf>
- 3) Blank, S. (2013). Why the lean start-up changes everything. *Harvard Business Review*, 91(5), 63-72.
- 4) Barsoux, J. L., Wade, M., & Bouquet, C. (2022). Identifying Unmet Needs in a Digital Age. *Harvard Business Review*, 100(7-8), 150-150. Available at: <https://hbr.org/2022/07/identifying-unmet-needs-in-a-digital-age>
- 5) Liedtka, J. (2018). Why design thinking works. *Harvard Business Review*, 96(5), 72-79. Available at: [Available at: https://hbr.org/2018/09/why-design-thinking-works](https://hbr.org/2018/09/why-design-thinking-works)
- 6) Bitner, M. J., Ostrom, A. L., & Morgan, F. N. (2008). Service blueprinting: a practical technique for service innovation. *California Management Review*, 50(3), 66-94. Available at: <https://www.cs.cmu.edu/~jhm/DMS%202011/Presentations/ServiceBlueprinting.pdf>
- 7) Hyder, S. (2019), How To Launch A New Product Or Service: What The Latest Research Teaches Us About Successful Launches, *Forbes*, Oct 17th 2019.

Available at: <https://www.forbes.com/sites/shamahyder/2019/10/17/how-to-launch-a-new-product-or-service-what-the-latest-research-teaches-us-about-successful-launches/#7cc5510d412a>

8) Mocker, M., & Ross, J. W. (2017). The Problem with Product Proliferation. *Harvard Business Review*, 95(5), 3-8.

Available at: <https://hbr.org/2017/05/the-problem-with-product-proliferation>

9) Muir, J. & Reynolds, N. (2011). Product deletion: a critical overview and empirical insight into this process. *Journal of General Management*, 37 (1), 5-30.

Available at: <https://ro.uow.edu.au/cgi/viewcontent.cgi?article=1491&context=buspapers>

## **Module 2: Internet market communication**

10) Howard, C. (2022) Innovating in uncertain times: Lessons from 2022, *Harvard Business Review*, (December 20), Available at: <https://hbr.org/2022/12/innovating-in-uncertain-times-lessons-from-2022>

11) Wichman, J.R.K. Wiegand, N. & Reinartz W.J. (2022) Building Your Own Brand Platform, *Harvard Business Review*, (August 15),

Available at: <https://hbr.org/2022/09/building-your-own-brand-platform>

12) Ketzenberg, M., & Akturk, M. S. (2021). How “buy online, pick up in-store” Gives Retailers an Edge. *Harvard Business Review*, (May 25).

Available at: <https://makturk.people.clemson.edu/How-Buy-Online-Pick-Up-In-Store-Gives-Retailers-an-Edge.pdf>

13) Stowell t. (2023) How Biometrics Are Transforming the Customer Experience, *Harvard Business Review*, (March 29),

Available at: <https://hbr.org/2023/03/how-biometrics-are-transforming-the-customer-experience>

14) Boutenko, V. Florida, R. & Jacobsen J. (2022) The Metaverse Will Enhance — Not Replace — Companies’ Physical Locations, *Harvard Business Review*, (August 16)

Available at: <https://hbr.org/2022/08/the-metaverse-will-enhance-not-replace-companies-physical-locations>

15) Baxter, K. & Schleinger, Y. (2023) Managing the Risks of Generative AI, *Harvard Business Review*, (June 06), Available at: <https://hbr.org/2023/06/managing-the-risks-of-generative-ai>

## **Module 3 – Channels and Sales**

16) Van Alstyne, M. W., Parker, G. G., & Choudary, S. P. (2016). Pipelines, platforms, and the new rules of strategy. *Harvard Business Review*, 94(4), 54-62.

Available at: <https://hbr.org/2016/04/pipelines-platforms-and-the-new-rules-of-strategy>

17) Davenport, T.H. (2022) How Legacy Companies can Pivot to a Platform Model, *Harvard Business Review*, (March 09).

Available at: <https://hbr.org/2022/03/how-legacy-companies-can-pivot-to-a-platform-model>

18) Osborne, S. (2018) Netflix’s ‘new world order’: a streaming giant on the brink of global domination, *The Guardian* (UK), 17 Apr 2018.

Available at: <https://www.theguardian.com/media/2018/apr/17/netflixs-new-world-order-a-streaming-giant-on-the-brink-of-global-domination>

19) Heimans, J., & Timms, H. (2014). Understanding “new power”. *Harvard Business Review*, 92(12), 48-56.

Available at: [http://www.nonprofitjourney.org/uploads/8/4/4/9/8449980/understanding\\_new\\_power.pdf](http://www.nonprofitjourney.org/uploads/8/4/4/9/8449980/understanding_new_power.pdf)

20) Chaudary S. T. , Van Alstyne M.W. & Parker, G.G. ( 2019), Platforms and Blockchain Will Transform Logistics, *Harvard Business Review* (June .

Available at: <https://hbr.org/2019/06/platforms-and-blockchain-will-transform-logistics>

21) Bonyhandy, N. (2022) Uber’s rise and the fall of the food apps that couldn’t deliver, *Sydney Morning Herald* (November 26)

Available at: <https://www.smh.com.au/technology/uber-s-rise-and-the-fall-of-the-food-apps-that-couldn-t-deliver-20221117-p5bz8e.html>

22) Verkhivker, A. (2018) Corporate Market Power Surges, Markups Skyrocket And Just A Handful Of Companies Are To Blame, *Forbes*, Sept 5 2018.

Available at: <https://www.forbes.com/sites/alexverkhivker/2018/09/05/corporate-market-power-surges-markups-skyrocket-and-just-a-handful-of-companies-are-to-blame/#21ddc5e55b1b>

23) Cespedes, F. (2014). Putting sales at the center of strategy. *Harvard Business Review*, 92(10), 23-

Available at: <https://hbr.org/2014/10/putting-sales-at-the-center-of-strategy>

24) Edinger, S. (2022) Is Your Sales Team Struggling to Sell Solutions? *Harvard Business Review*, (January 4)

Available at: <https://hbr.org/2022/01/is-your-sales-team-struggling-to-sell-solutions>

#### **Module 4: Marketing finance**

25) Zoltners, A. (2015). Getting beyond “Show me the money”. *Harvard Business Review*, 93(4), 19.

Available at: <https://hbr.org/2015/04/getting-beyond-show-me-the-money-2>

26) Birkinshaw, J., & Haas, M. (2016). Increase your return on failure. *Harvard Business Review*, 94(5), 88-93.

Available at: <https://hbr.org/2016/05/increase-your-return-on-failure>

27) Anderson, E., & Simester, D. (2003). Mind your pricing cues. *Harvard Business Review*, 81(9).

Available at: <https://hbr.org/2003/09/mind-your-pricing-cues>

28) Marr, B. (2016). 6 Key Financial Analytics Every Manager Should Know, *Forbes*, April 7th 2016.

Available at: <https://www.forbes.com/sites/bernardmarr/2016/04/07/6-key-financial-analytics-every-manager-should-know/?sh=70b3e24855de>

29) Kumar N. (2003) Kill a Brand, Keep a Customer, *Harvard Business Review*, (December 8).

Available at: <https://hbr.org/2003/12/kill-a-brand-keep-a-customer>

30) Byrnes, J. & Wass, J. (2021). 3 Strategies for Managing Your Profit-Drain Customers (September 8), Available at: <https://hbr.org/2021/09/3-strategies-for-managing-your-profit-drain-customers>

## Calendar

Week	Date	Item	Preparation
1	11 <sup>th</sup> Jul. (RH)	<b>Lecture 1: Introduction</b> i) What are the course objectives, and how is the course structured? ii) How will you be evaluated?	
1	12 <sup>th</sup> Jul. (RH)	<b>Lecture 2: Innovation &amp; market development (I)</b> i) What is innovation, and why is it essential? ii) What are the five pressure points of the innovation process, and why are they important?	Readings 1 & 2
1	10 <sup>th</sup> - 11 <sup>th</sup> Jul.	<b>Tutorial 1: Business communications: Speedon Selectamatic</b>	
2	18 <sup>th</sup> Jul. (RH)	<b>Lecture 3: Innovation &amp; market development (II)</b> i) What is an innovation policy, and why is it important? ii) What is offer concept development, and how is done?	Reading 3
2	19 <sup>th</sup> Jul. (RH)	<b>Lecture 4: Innovation &amp; market development (III)</b> i) What are offer specifications, and how are they developed? ii) What is a prototype, and why are they important?	Readings 4&5
2	17 <sup>th</sup> – 18 <sup>th</sup> Jul.	<b>Tutorial 2: Supports Assignment 1 (Innovation).</b>	<i>Tutorial readings</i>
3	25 <sup>th</sup> Jul. (RH)	<b>Lecture 5: innovation and market development (IV)</b> i) What is a service blueprint and why are they important? ii) How do we build a service blueprint?	Reading 6
3	26 <sup>th</sup> Jul. (GL)	<b>Lecture 6: Guest lecture – Fisher and Paykel Healthcare</b>	Reading 7
3	24 <sup>th</sup> - 25 <sup>th</sup> Jul.	<b>Tutorial 3: Supports Assignment 1 (Innovation).</b>	
4	1 <sup>st</sup> Aug. (RH)	<b>Lecture 7: Innovation and market development (VI)</b> i) What is commercialisation, and why is it important? ii) Why is offer deletion an essential part of innovation and how is it done?	Readings 8&9
4	2 <sup>nd</sup> Aug. (MK)	<b>Lecture 8: Internet market communication (I)</b> i) What is Internet marketing and why is it important? ii) What consumer trends are driving innovation online?	Reading 10
5	8 <sup>th</sup> Aug. (MK)	<b>Lecture 9: Internet market communication (II)</b> i) What are the essential elements of website design? ii) Which elements equate to success in online marketing?	Reading 11
5	9 <sup>th</sup> Aug. (MK)	<b>Lecture 10: Internet market communication (III)</b> i) What is inbound marketing? How do brands use it to increase online footfall? ii) What is social media marketing and why is it important to inbound marketing?	Reading 12
5	7 <sup>th</sup> -8 <sup>th</sup> Aug.	<b>Tutorial 4: Supports Assignment 2 (Internet marketing)</b>	
5	10 <sup>th</sup> Aug.	<b>Assignment 1 due 10 Aug (Thursday) at 12.00 mid-day</b>	

6	15 <sup>th</sup> Aug. (MK)	<b>Lecture 11: Internet market communication (IV)</b> i) What is E-commerce? What are the pro's and con's of direct selling online? ii) What consumer expectations are created by the growth of online shopping?	Reading 13
6	16 <sup>th</sup> Aug. (MK)	<b>Lecture 12: Internet market communication (V)</b> i) What is digitally driven innovation and why is it important? ii) How can we evaluate digital marketing?	Reading 14
6	14 <sup>th</sup> – 15 <sup>th</sup> Aug.	<b>Tutorial 5: Supports Assignment 2 (Internet marketing)</b>	
7	22 <sup>nd</sup> Aug. (MK)	<b>Lecture 13: Internet market communication (V)</b> i) What is digitally driven innovation and why is it important? ii) How can we evaluate digital marketing?	Reading 15
7	23 <sup>rd</sup> Aug.(RH)	<b>Lecture 14: Channels &amp; Sales (I)</b> i) What is a marketing channel, and why are they important? ii) What are the four flows that occur in a marketing channel?	Reading 16
7	23 <sup>rd</sup> Aug.	<b>Mid Term test, 23<sup>rd</sup> Aug. (Wednesday) 7-8 pm, 1 hour closed book, Venue T.B.A.</b>	
	26 <sup>th</sup> Aug – 3 <sup>rd</sup> Sep.	<b>MID SEMESTER BREAK</b>	
8	5 <sup>th</sup> Sep. (RH)	<b>Lecture 15: Channels &amp; Sales (II)</b> i) How do goods and services move in a channel ii) How does money move in a channel?	Readings 17 & 18
8	6 <sup>th</sup> Sep. (RH)	<b>Lecture 16: Channels &amp; Sales (III)</b> i) How do market communications move in a channel? ii) How does market information move in a channel?	Reading 19 & 20
8	4 <sup>th</sup> – 6 <sup>th</sup> Sep.	<b>Tutorial 6: Supports Group Assignment 3 (Sales). Commercial presentations. Basic facts with Q&amp;A session.</b>	
8	7 <sup>th</sup> Sep.	<b>Assignment 2 due 7<sup>th</sup> Sep. (Thursday) at 12.00 mid-day</b>	
9	12 <sup>th</sup> Sep. (RH)	<b>Lecture 17: Channels &amp; Sales (IV)</b> i) What is channel/market power, and how does it work? ii) Why does a marketer need to know about channel power, and what can they do about it?	Reading 21
9	13 <sup>th</sup> Sep. (RH)	<b>Lecture 18: Channels &amp; Sales (V)</b> i) Non digital and digital power platforms ii) Marketing and political power	Reading 22
9	11 <sup>th</sup> -12 <sup>th</sup> Sep.	<b>Tutorial 7: Supports Group Assignment 3 (Sales). Student assignment to presentation groups: Students will be assigned to groups of 3-4 for the presentations in Tutorial 7. Non-attenders/communicators will be assigned by the tutor, and then notified by E-mail. Assignment will be final.</b>	
10	19 <sup>th</sup> Sep. (RH)	<b>Lecture 19: Channels &amp; Sales (VI)</b> i) What is 'Sales', and why is it important to marketing? ii) How is marketing related to 'Sales' in a company?	Reading 23
10	20 <sup>th</sup> Sep. (RH)	<b>Lecture 20: Channels &amp; Sales (VII)</b> i) What does a sales representative do? ii) How do we 'sell'?	Reading 24

11	25 <sup>th</sup> Sep. .... Lab 1	Students self-administered lab on how to construct a financial offer model of a single product (Takes 1-3 hours depending upon Excel skill - available at Mid-Semester break).	
11	26 <sup>th</sup> Sep. (RH)	<b>Lecture 21: Marketing finance (I)</b> i) Why do marketers need to know about finance? ii) How can finance support good market decision making	Reading 25
11	27 <sup>th</sup> Sep. (RH)	<b>Lecture 22: Marketing finance (II)</b> i) What is a strategic price point? How is it related to value, and how do we set it in a market? ii) What is tactical pricing? In what ways can we price tactically?	Reading 26
11	25 <sup>th</sup> – 26 <sup>th</sup> Sep.	<b>Presentations in tutorial slots, Assignment 3 (1)</b>	
12	2 <sup>nd</sup> Oct.... Lab 2	Students self-administered lab on how to modify a financial offer model of a single product by adding the costs and benefits of marketing (Takes 1-3 hours depending upon Excel skill - available at Mid-Semester break).	
12	3 <sup>rd</sup> Oct. (RH)	<b>Lecture 23: Marketing finance (III)</b> i) What is a financial offer model, and what are its components? ii) How do we create the revenue component of an individual financial offer model?	Reading 27  Cases 1&2 Single-offer models
12	4 <sup>th</sup> Oct. (RH)	<b>Lecture 24: Marketing finance (IV)</b> i) How do we create the cost components of an individual financial offer model? ii) How can a marketer use financial models of single offers?	Reading 28
12	2 <sup>nd</sup> – 3 <sup>rd</sup> Oct.	<b>Presentations in tutorial slots, Assignment 3 (2)</b>	
13	10 <sup>th</sup> Oct. (RH)	<b>Lecture 25: Marketing finance (V)</b> i) How do we create a financial model of multiple offers within a portfolio? ii) What is indirect fixed cost allocation; how is it done and why is it important?	Reading 29  Case 3&4 Multi-offer models
13	11 <sup>th</sup> Oct (RH)	<b>Lecture 26: Marketing finance (VI)</b> i) How can a marketer use financial models of multiple offers? ii) Course wrap up.	Reading 30  Case 5 Manor Hotel
	Oct./Nov.	<b>Final examination: 2 hours, closed book, venue &amp; time/date T.B.A. within exam period</b>	

**\* First week of Semester 2 is ACADEMIC WEEK 28**

**Lectures end Friday 13 Oct**

**University Exam Period Second Semester Begins Wednesday 18 October**

**Ends Wednesday Saturday 11 November**

## **Assessment**

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 Blackboard. *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.*

<b>Assessment</b>	<b>Due date</b>	<b>% of final grade</b>	<b>Requirements to pass this paper</b>
Individual assignment (1)	10 <sup>th</sup> Aug. 12.00 pm	15	See below
Mid-term test	23 <sup>rd</sup> . Aug. 7-8.00 pm	20	See below
Individual assignment (2)	7 <sup>th</sup> Sep. 12.00 pm	15	See below
Group Assignment (3)	25-26 <sup>th</sup> Sep. or 2 <sup>nd</sup> – 3 <sup>rd</sup> Oct.	15	See below
Final (Non-cumulative)	TBA	35	See below

There are no terms requirement relating to assessment. The only requirement to pass this course is a cumulative grade over all assessments of more than 50%

### **Assessment Format**

#### ***Mid Term test (20%, Any 2 of 4 questions, 60 minutes)***

The mid-term test will examine all materials presented via lectures and any readings up to and including the date of the test itself. The test will consist of four questions derived from the questions that are identified with each lecture (2 per lecture). Students may answer any two of these questions for equal marks.

An example of a question derivation is given below, with a single lecture question (not necessarily form this course) and three derived examination questions that are within its content envelope.

Lecture question: “What is a prototype, and why are they important?” (Lecture 5/2)

Examination question 1: “What is a prototype? Describe using a specific example for each, three different types of prototype, and the way that each may be used to develop a product.”

Examination question 2: “What is a prototype? Describe how a service may be prototyped using ‘service blueprints’”.

Examination question 3: “Describe how drawing up a ‘product usage cycle’ may guide the use of multiple prototypes during the development of a product.”

### ***Individual Assignments 1&2 (15%, individual)***

The first two assignments are individual assignments, and each is driven directly by the course module with which it is associated. The material that is necessary to prepare each assignment is supplied by the lectures in the module and more directly by the two tutorials that support each assignment.

### ***Group Assignment 3 (15%, Group)***

The third assignment is a group presentation assignment. Students will be assigned to groups of three within their tutorials in Tutorial 7. Students who attend the tutorial are free to select their own groups. Those who do not attend will be assigned to groups and that assignment will be final.

These groups will then prepare a presentation of a specific innovation for sale to the University. The presentations will take the form of a 10-minute commercial 'sales pitch' to their tutor in one of two tutorial slots 25<sup>th</sup> – 26<sup>th</sup> Sep. OR 2<sup>rd</sup> – 3<sup>rd</sup> Oct. There will be an additional five minutes for questions. The nature of the assignment will be covered in detail in Tutorial 7. A form grading sheet will also be available to the students at that tutorial. Written feedback on their presentation will be given to students.

In order to preserve equity, the individual assignments with feedback will not be returned until after all the group presentations have taken place.

### ***Final examination (35%, Any 3 of 6 questions, (2 hours)***

The final examination will examine all materials presented via lectures and any readings delivered AFTER the terms test. The final is therefore not cumulative. The format of the examination will be exactly the same as the terms test, bar the fact that the exam will be any three of the six questions set. The questions may involve the development and/or use of the four nominated financial models that are presented as labs or cases in the course (three of the full set of seven cases used in the course are not nominated, so university approved calculators, pencils and erasers should be brought to the examination room.

### **Assignment Submission Procedure**

The assignments must be submitted as an electronic format submission via Blackboard for 'Turnitin' checking.

Both assignments are due on the date and time stated in the table above. Documents submitted to 'Turnitin' via Blackboard MUST be in .pdf format. Other file formats will not be assessed.

## **Referencing Style**

For this paper the referencing style is up to the student, but it must be correct and consistent. Referencing style guides are also available on the University Library website:  
<https://www.otago.ac.nz/library/quicklinks/citation/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 you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

## **Learning Outcomes**

Upon successful completion of this paper you should:

- 1) Understand the purpose of innovation.
- 2) Understand how (and why) products are introduced to markets - and deleted from them.
- 3) Understand the nature on online innovation and the forces/trends that are driving it.
- 4) Understand the process of Web design and inbound internet marketing.
- 5) Understand the four flows of market channels, and how to manage them.
- 6) Understand the mechanics and outcomes of channel power.
- 7) Understand the role of sales in the establishment and management of market channels.
- 8) Understand the role and importance of financial analysis in marketing.
- 9) Construct spreadsheet models of individual products and product portfolios.
- 10) Understand how financial models can be used to support good market decision making.

<b>Learning Outcome</b>	<b>Terms Test</b>	<b>Assessment 1</b>	<b>Assessment 2</b>	<b>Assessment 3</b>	<b>Final Exam</b>	<b>Total</b>
1) Understand the purpose of innovation	5	7				12
2) Understand how (and why) products are introduced to markets - and deleted from them.	5	8				13
3) Understand the nature on online innovation and the forces/trends that are driving it.	5		7			12
4) Understand the process of Web design and inbound internet marketing	5		8			13
5) Understand the four flows of market channels, and how to manage them.				5	5	10
6) Understand the mechanics and outcomes of channel power.					5	5
7) Understand the role of sales in the establishment and management of market channels.				10	5	15
8) Understand the role and importance of financial analysis in marketing.	0				5	5
9) Construct spreadsheet models of individual products and product portfolios.	0				5	5
10) Understand how financial models can be used to support good market decision making.	0				10	10
<b>Total</b>	20	15	15	15	35	100 %

## **Academic Integrity**

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 co-ordinator.

For further information:

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>

## **Turnitin on Blackboard**

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

## **Concerns about the Paper**

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper 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**

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