



BUSINESS SCHOOL
Te Kura Pakihi

MART 301 Strategic Marketing

COURSE OUTLINE

Semester Two, 2021

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The University of Otago's Graduate Profile

All graduates of the University of Otago are expected to have the graduate profile in the box below. Not all of that profile is expected to be included in any one paper.

Graduate attributes

All University of Otago graduates will possess a deep, coherent and extensive knowledge of at least one discipline, coupled with knowledge of the fundamental contribution of research to that discipline. In addition, all Otago graduates will possess, to varying degrees, the following sets of attributes:

These attributes involve substantial affective elements:

Global perspective

Appreciation of global perspectives in the chosen discipline(s) and the nature of global citizenship

Interdisciplinary perspective

Commitment to intellectual openness and curiosity, and the awareness of the limits of current knowledge and of the links amongst disciplines

Lifelong learning

Commitment to the on-going acquisition of new knowledge and new skills, and an ability to apply these to an ever-changing environment

Scholarship

Commitment to the fundamental importance of the acquisition and development of knowledge and understanding

These attributes include those most often sought by employers:

Communication

Ability to communicate information, arguments and analyses effectively, both orally and in writing

Critical thinking

Ability to analyse issues logically, to challenge conventional assumptions, to consider different options and viewpoints, make informed decisions and act with flexibility, adaptability and creativity

Cultural understanding

Knowledge and appreciation of biculturalism within the framework of the Treaty of Waitangi; knowledge and appreciation of multiculturalism; and an ability to apply such knowledge in a culturally appropriate manner.

Ethics

Knowledge of ethics and ethical standards and an ability to apply these with a sense of responsibility within the workplace and community

Environmental literacy

Basic understanding of the principles that govern natural systems, the effects of human activity on these systems, and the cultures and economies that interact with those systems

Information literacy

Ability to apply specific skills in acquiring, organising, analysing, evaluating and presenting information, in particular recognising the increasing prominence of digital-based activity

Research

Ability to conduct research by recognising when information is needed, and locating, retrieving, evaluating and using it effectively

Self-motivation

Capacity for self-directed activity and the ability to work independently

Teamwork

Ability to work effectively as both a team leader and a team member

Paper Description and Aims

This course focuses on business level marketing strategy. You will acquire an understanding of the tools that strategists use to assess business situations. You will have the opportunity to use these tools to diagnose situations and generate information from which strategies are formulated and strategic marketing plans are prepared. Much of the course is based on case-based learning situations. This approach helps you to develop diagnostic, critical and communication skills.

This course is a core component of the Marketing major and, as a final year paper, marks your transition from 'student' to 'practitioner'. As well as building on and integrating your knowledge and understanding of marketing theory and practice up to this point in your degree, this course seeks to enhance your life-long learning skills. In particular, you will be encouraged to practice and improve your group-work, professional communication and task-management skills.

Semester Two

0.15 EFTS

18 points

Prerequisites: (BSNS102 or 112 or QUAN101) and MART212 and two of MART201, MART210, MART211

Learning Outcomes

Upon successful completion of this paper, you should be able to

- Have a fundamental understanding of strategy formulation and execution
- Understand the contribution of marketing strategy to the success of a business strategy
- Put together a strategic marketing plan
- Identify key marketing issues and opportunities facing a company
- Identify possible options for addressing those issues
- Put together an evidence-based case for rejecting some of those options and adopting the others
- Understand the centrality of tight execution for the success of a marketing strategy
- Analysing marketing strategy into its parts, and determining how these parts relates to each other and to an overall purpose of the strategy.
- Applying standard strategy formulation techniques
- Evaluating the standard approach to marketing strategy against the behavioural approaches to marketing strategy
- Applying a critical approach to strategy to analyse the process of strategy formation for small businesses
- Evaluating the standard and behavioural approaches to strategy in terms of sustainability

Teaching Staff

Lecturer

Name: Dr Masoud Karami
Office: OBS 4.34
Email: m.karami@otago.ac.nz
Office Hours: Wed. 12-1.00 pm

Lecturer

Name: Dr Andrea Insch
Office: OBS 4.27a
Email: Andrea.insch@otago.ac.nz
Office Hours: Please refer to Blackboard

Lecturer

Name: Dr Sergio Biggemann
Office: OBS 4.10
Email: Sergio.biggemann@otago.ac.nz
Office Hours: Please refer to Blackboard

Paper Administrator

Name: Cathie Child
Office: OBS 4.42
Email: cathie.child@otago.ac.nz
Office Hours: Wednesday and Friday 1:00-2:00 pm

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.

Course Delivery

Lecture Day/Time: **Monday 2.00-3.50pm**
Room: TBC
Tutorial Day/Time: Please refer to your eVision timetable

Lectures present the key material through discussion and interaction between teaching staff and students.

Tutorials are spaces for collaborative work in groups in which students learn the disciplines of market analysis, case analysis and presentation and develop their skills in those areas.

Tutorials begin in **WEEK TWO** of semester. You will be allocated to one syndicate stream and this will be available in eVision.

Tutorials offer you the opportunity to work in groups on market and case analysis. You will be given cases to read and analyse in groups, with a view to a final group presentation on your cases. Tutorial will be your opportunity to use that structure and develop your market analysis framework, and case study presentation in collaboration with the other members of your team. You are expected to use this time for case preparation.

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

MART301 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.

Course Learning Resources

There are MANY relevant texts on marketing strategy which you will be able to utilise for this course. You will need to read the relevant chapters.

However, the one we use and recommend is:

G. J. Hooley, N. F. Piercy, B. Nicolaud and Rudd (2012). Marketing strategy and competitive positioning (6th ed). New York: FT Prentice Hall ☐ Hard copies are available at the University Bookshop. ☐ eCopies: <http://www.pearsoned.co.nz/9781292017310>

Other readings will be supplied to support most parts of the lecture stream.

Blackboard

Blackboard <https://blackboard.otago.ac.nz/> provides you with access to course materials, class notices, and resources. Blackboard is used to email the whole class so it is important that you check your student email and *Blackboard* regularly.

Student Webmail

IMPORTANT - DO THIS NOW:

Forward your University email address to an email address that you use regularly as follows:

1. [Log into your StudentMail account](#) using your student username and password
2. Click **Cog button (top right corner) > Options**
3. Under **Account**, select the **Forward your email** shortcut under the **Short Cuts** menu on the right side of the screen.
4. Under the Forwarding heading, type in the email address you want your email to be forwarded to. You can also choose to have a copy of these emails kept on your StudentMail account, so please check the box if you would like this.
5. Click the **Start forwarding** button.

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.*

Assessment	Due date	% of final grade
<p>Individual – Report</p> <p>Students will write a report that identifies the impacts of the current pandemic on small firms' marketing strategy in NZ.</p> <p>Briefs should identify the major changes to the business environment and analyse the most relevant impacts that the current pandemic has had on local businesses' marketing strategy in NZ tourism industry.</p>	<p>Week 5</p> <p>13 Aug</p> <p>12.00 pm</p>	30
<p>Group – Case study</p> <p>PowerPoint presentation of the case analysis</p> <p>Students will consider themselves as a consultant to a senior executive of the firm in the case. Students will develop a marketing strategy for the case firm.</p>	<p>Week 10 and 11</p> <p>Week beginning</p> <p>20th and 27th</p> <p>September</p>	30
<p>Final exam</p>	TBC	40

Assessment Format

Individual Report (30%)

The first assignment is an individual assignment. Tutorial 1 (week 2) will cover the fundamentals of market analysis report and what is expected of you in assessment 1. Tutorial 2 (week 4) also will address your questions about the assessment 1. Maximum 1500 words for the brief (excluding references and appendices).

Group Case study (30%)

The second assignment is a group case study. Groups of three will be formed in Tutorial 3 (week 6). Tutorial 3 will cover the fundamentals of case analysis and what is expected of you in assessment 2. Students who attend the tutorial are free to select their own group members. Those who do not attend will be assigned to groups and that assignment will be final. The case study that you will use for this assessment will be posted via Otago Blackboard in week 5. Maximum 10 PPT slides for the case study (excluding references and appendices).

The presentations will take the form of an 8-minute commercial 'sales pitch' to your tutor in one of two tutorial weeks 22nd – 23th Sep Or 28th -29th Sep. There will be an additional two minutes for questions. A form grading sheet will also be available to the students at tutorial 3.

Final examination – 2 hours (40%)

The final examination will examine all materials presented via lectures and any readings delivered. Your examination paper will consist of 6 question, and you will have to answer **any 4** of 6 questions.

Assignment Submission Procedure

The assignments should be submitted as a hard copy into the 300-level course box on the 4th floor of the Otago Business School AND as an electronic format submission via Blackboard for 'Turnitin' checking.

Both 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.

Submission through TurnItIn

<https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Late Assignments

Please refer to the policy at the back of this course outline.

Referencing Style and Style Guide

Style guides are also available on the University Library website:
<http://www.otago.ac.nz/library/quicklinks/citation/index.html>

Maori Language Policy

The University of Otago has a Māori Language Policy which promotes the use of te reo Māori by staff and students. For more detail about this policy and its procedures, go to:
<http://www.otago.ac.nz/administration/policies/otago0003239>

Commerce students who intend to present an assessment or examination in te reo Māori must write to (Manager of Student Administration, Academic Services: student.admin@otago.ac.nz), who will then inform the Head of Department (HoD). This must be done at the beginning of the paper (within the first three weeks of the semester) to allow sufficient time for suitable arrangements to be made for marking, including translation and external assessment (if necessary).

Quality Assurance

At the Otago Business School we monitor the quality of student learning and your learning experience. Your assessed work may be used for assurance of learning processes, such as evaluating the level of achievement of learning outcomes, with the aim of improving the quality of our programmes. All material used for quality assurance purposes will be treated as confidential and the outcome will not affect your grades.

Learning Outcomes

Learning Outcome	Assessment 1	Assessment 2	Exam
Sustainable marketing perspective	Y		Y
Interdisciplinary perspective	Y	Y	Y
Critical thinking	Y	Y	Y
Communication - oral		Y	
Communication – written	Y	Y	Y
Self-motivation	Y	Y	Y
Teamwork		Y	
Information literacy	Y	Y	Y
Ethics	Y	Y	Y

Grading System

The grading scheme used at Otago is:

A+	90-100	C+	60-64
A	85-89	C	55-59
A-	80-84	C-	50-54
B+	75-79	D	40-49
B	70-74	E	<40
B-	65-69		

Academic Integrity

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <http://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<http://www.otago.ac.nz/administration/policies/otago116838.html>

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Course Calendar

Week	Week Commencing*	Topic	Learning objectives	Indicative Reading	Lecturer
1	12 July	Introduction and Course overview	<ul style="list-style-type: none"> - A summary of what we already know about strategy and marketing strategy - Introduction to behavioural approach to marketing strategy: strategy as a learning process 	Text book Chapter 1,2	Masoud
2	19 July	Strategic Market planning Competitive Strategies	<ul style="list-style-type: none"> - Identifying target segments - Developing a compelling value proposition - Understanding why competition matters - Analysing competition - Identifying competitive advantages - Formulating competitive strategies 	Text book Chapter 8, 9,10	Masoud
Tutorial 1 Week beg 19 July		Assessment 1 overview			
3	26 July	NZ business environment	-Understanding marketing strategies in the aftermath of Covid-19 in NZ	MBIE/Small business https://www.mbie.govt.nz/business-and-employment/business/support-for-business/small-business/	Andrea
4	2 Aug	The Macro environment The institutional setting	<ul style="list-style-type: none"> -Understanding the changing market environment -Understanding institutions and institutional settings -Understanding how different institutions work in a society and influence different actors' cognitions and actions 	Text book Chapter 3 Vargo, S. L., & Lusch, R. F. (2016). Institutions and axioms: an extension and update of service-dominant logic. <i>Journal of the Academy of marketing Science</i> , 44(1), 5-23.	Masoud
Tutorial 2 Week beg 2 August		Addressing questions about Assessment 1			
5	9 Aug	Business model generation	<ul style="list-style-type: none"> - Understanding business models - Introducing the Complete Strategy Landscape framework - Understanding how novel business models help with value creation and delivery 	Casadesus-Masanell, R., & Ricart, J. E. (2011). How to design a winning business model. <i>Harvard business review</i> , 89(1/2), 100-107.	Masoud

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6	16 Aug	Rethinking value	-Understanding the new meaning of value -Understanding stakeholder view -Understanding the critical importance of UNSDG (UNSDG # 12) for business's growth and survival in the post-Covid world	UNSDG https://sdgs.un.org/goals https://sdgs.un.org/goals/goal/12	Masoud
Tutorial 3 Week beg 16th Aug		Forming teams and Assessment 2 review			
7	23 Aug	Rethinking resources	-Understanding operand and operant resources -Identifying the importance of personal and social means/resourcefulness -Analysing transformation of means into strategic resources through networking	Madhavaram, S., & Hunt, S. D. (2008). The service-dominant logic and a hierarchy of operant resources: developing masterful operant resources and implications for marketing strategy. <i>Journal of the academy of marketing science</i> , 36(1), 67-82.	Masoud
Mid Semester Break 30 Aug to 3 Sept					
8	6 Sep	New technologies and marketing strategy	-AI/VR/AR/IoT and marketing strategy		Sergio
Tutorial 4 Week beg 6 Sept		Addressing questions about the case study and presentation preparation			
9	13 Sep	Value Co-creation	-Understanding stakeholder view -Understanding advantages of working with other actors - Applying blue ocean strategy framework. -Applying service dominant logic	Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. <i>Journal of interactive marketing</i> , 18(3), 5-14. https://onlinelibrary.wiley.com/doi/pdf/10.1002/dir.20015 https://journals.sagepub.com/doi/pdf/10.1177/000812560504700301	Masoud
10	20 Sep	Entrepreneurial marketing	-Entrepreneurial strategy formation -Heuristics and decision-making -Opportunity co-creation - Coopetition	Whalen, P. S., & Akaka, M. A. (2016). A dynamic market conceptualization for entrepreneurial marketing: the co-creation of opportunities. <i>Journal of Strategic Marketing</i> , 24(1), 61-75.	Masoud
Tutorial 5 Week beg 20th Sept		Presentation session (1)			
11	27 Sep	Marketing Strategies and CSR	-Corporate social responsibility and ethics	Text book Chapter 18	Andrea

Tutorial 6 Week beg 27 Sept		Presentation session (2)			
12	4 Oct	Marketing at the base of the pyramid (BoP)	-Understanding why BoP markets are important - Understanding effective approach to BoP markets	Beninger, S., & Robson, K. (2015). Marketing at the base of the pyramid: Perspectives for practitioners and academics. <i>Business Horizons</i> , 58(5), 509-516.	Andrea
13	11 Oct	Course wrap-up and open discussion			Masoud
Tutorial 7 Week beg 11 Oct					

* First week of Semester 2 is ACADEMIC WEEK 28

Lectures end Friday 15 Oct
University Exam Period Second Semester Begins Wednesday 20 Oct
Ends Saturday 13 Nov

Student Learning Support and Information

Student Charter

<http://www.otago.ac.nz/about/otago0005275.html>

Guidelines for Learning at Otago

<http://hedc.otago.ac.nz/hedc/wp-content/uploads/2012/12/Guidelines-for-Learning.pdf>
<http://hedc.otago.ac.nz/hedc/learning/>

Student Learning Centre

The Student Learning Centre, which is part of the Higher Education Development Centre, provides learning support, free of charge, to ALL enrolled students. Their services include:

- a workshop programme designed to help students to improve their learning strategies and their generic skills;
- individual assistance with learning issues;
- on-line study skills advice;
- a student leadership programme
- a student-led peer support programme for students of all ages and backgrounds.
- conversational English groups for students from a non-English speaking background

The Centre also provides two very helpful study guides, "Guidelines for Writing and Editing" and "Writing University Assignments" and these are available on the SLC website.

<http://slc.otago.ac.nz/>

Library Support

The Library website <http://www.otago.ac.nz/library> provides access to resources and services, including group room bookings, library hours and locations, past exam papers, subject guides, article databases and more.

If you need assistance either check out the self-help guides <http://otago.libguides.com/selfhelp>, or ask Library staff at the ground floor service desks, or email ask.library@otago.ac.nz

Māori Student Support

Kaiāwhina Māori

Contact Taikawa Tamati-Elliffe

Email: Taikawa.Tamati-Elliffe@otago.ac.nz

Their role is to help link Māori students with the various support networks throughout the university and the community.

Pacific Islands' Student Academic Advisor

Warm Pacific Greetings

Talofa lava, my name is Esmay Eteuati and my role is to liaise with Academic Departments and Student Services relating to Pacific students' and their course of study. I support both staff and students in the Business School and have a network of Pacific contacts in other Divisions around the University.

Email: esmay.eteuati@otago.ac.nz

Tel: 479 4756

Marketing Department support person for Pacific Island students is Cathie Child. **Contact Cathie at the following:**

Email: cathie.child@otago.ac.nz

Tel: 479 9048

Marketing Department support person for Maori students is Kirsten Robertson. **Contact Kirsten at the following:**

Email: kirsten.robertson@otago.ac.nz

Tel: 479 8451

Equity Advisor

Students are encouraged to seek support if they are having difficulty with their studies due to disability, temporary or permanent impairment, injury or chronic illness. It is important to seek help early, through one of the contacts below:

Mathew Parackal

Email: mathew.parackal@otago.ac.nz

Tel: 479 7696

Student Feedback

We encourage your feedback. This can be in the form of contacting staff, participating in course evaluation surveys and communicating with class representatives. Continual improvements will be made to this course based in part on student feedback.

Class Representatives

The class (or student) representative system is an avenue for encouraging communication and consultation between staff and students. It provides you with a vehicle for communicating your views on the teaching and delivery of the paper and provides staff with an opportunity to communicate information and gain constructive feedback from students. It contributes to the development of a sense of community within a department and it adds a further dimension to the range of support services offered to students.

Volunteers for the role of class representatives will be called early in the semester. The OUSA invites all class representatives to a training session, conducted by OUSA, about what it means to be a class representative and some of the possible procedures for dealing with issues that arise. They also provide information on the services that OUSA offers and the role OUSA can play in solving problems that may occur. The OUSA provides support to class representatives during the semester. Departmental staff will also meet with class representatives during the semester to discuss general issues or matters they wish to have considered.

Your class representative's name and contact details will be posted on Blackboard early in the semester.

Concerns about the Course

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

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.

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UNIVERSITY OF OTAGO Policy on Student Internal Assessment

The purpose of this document is to have a consistent policy throughout the department as well as to develop students' time management skills. It reflects usual practices in the business world in which neither success (here: grades) nor deadlines are negotiable.

1. **Dissemination of Grades** – Regarding internal assessment, the numerical marks will be returned to students via eVision no later than two weeks after the assessment has been submitted. All students are requested to check their marks as they appear on eVision. Any discrepancies should be reported to the course administrator as soon as possible.

2. **Late Assignments** – Assignments received up to 24 hours after the deadline will have 10 marks deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 68%). Assignments received between 24 - 48 hours after the deadline will have 20 marks deducted from the available grade. Assignments received 48 hours after the deadline will not be marked and there will be no grade given.

If you are required to submit both an electronic and hardcopy of your assignment both need to be submitted on time. If only one of the versions of your assignment (i.e., hardcopy or electronic) is submitted on time and the other version is submitted late then you will receive half of the penalty associated with the respective late submission.

3. **Extensions** – Extensions will be granted only in exceptional circumstances (eg. illness with supporting medical documentary evidence stating nature and length of impairment, family emergency, provincial or national representative activities) by the appropriate paper administrator.

If the assignment or internal assessment tests count significantly towards the final result then a formal medical certificate is required. As a guideline, an internal assessment component which counts for 20% of the final result would be considered significant.

4. Tutors and lecturers are **not** authorised to give extensions. **Only** the paper administrator should be approached (consult the course outline for the person(s) responsible).

Computer problems do not constitute an exceptional circumstance unless it is an officially notified failure of university equipment.

5. **Academic Misconduct** – "Academic misconduct is seeking to gain for yourself, or assisting another person to gain, an academic advantage by deception or other unfair means. The most common form of academic misconduct is plagiarism." Plagiarism is the dishonest use of someone else's words, facts or ideas, without proper acknowledgement. Most students will include other people's ideas and information in their work and assignments - such material may be either quoted or digested and used by students. In either case, acknowledgement is essential.

For further information please refer to <http://www.otago.ac.nz/study/academicintegrity/index.html>.

6. **Problems with group work** – Where group work is set and a group is experiencing difficulties, the students should approach their tutor to try to resolve these differences. The tutor will counsel the group, or individuals from the group, on the procedures open to them to resolve group problems (the problem should be raised prior to the work being completed or handed in).

The procedure to be followed is:

- i) students should try to resolve the problems within the group without outside assistance.
- ii) students should meet with their tutor to endeavor to resolve outstanding issues.
- iii) the tutor will arrange for students to meet with the paper administrator who will endeavor to resolve the situation.

This procedure **MUST** be completed to step iii) before the assignment is submitted for grading. Where there are still unresolved difficulties, step iv) will be implemented.

- iv) students will complete a 'Peer Assessment' form available from the appropriate paper administrator (which must be submitted to the tutor or paper administrator before any grades are released).

Paper administrators reserve the right to require all students to complete peer assessment forms at any time during and/or after submission of an assessed group project. Should there be differences in the peer assessment forms, the student(s) will be required to either submit in writing to, or meet with a group comprised of their paper administrator and lecturer(s) and others (as deemed appropriate) to provide an explanation for the discrepancy. A differential allocation of grade may result from this process.

UNIVERSITY OF OTAGO
Policy for Special Consideration in Final Exams

****** All applications for special consideration must be dealt with through the examinations office not the department ******

The Special Consideration provisions apply only to final examinations and only where it is clearly documented that a candidate has been prevented from taking an examination through illness or other exceptional circumstances beyond his or her control; or has been seriously impaired by illness or other exceptional circumstances beyond his or her control at the time of, or in the 14 day period immediately prior to the examination itself. Where students have been affected by illness or other exceptional circumstances during the teaching period, they are expected to have informed Heads of Departments directly at the time (not individual lecturers or tutors).

Process

You need to make an application through your eVision student portal. For further information please see <https://www.otago.ac.nz/study/exams/otago062916.html>

No special arrangements can be made for candidates who fail to attend examinations at the correct time.

Deadline:

Five calendar days from the date of the last examination for which you are making an application for Special Consideration.

Please Note:

Applications cannot be accepted without supporting documentation such as a medical certificate.

Absences

1. A student may be offered an aegrotat pass providing:
 - (a) their grade for internal assessment is C+ or better and
 - (b) the internal grade they have achieved has contained a significant element of individual work as opposed to group assignments (25% of the total grade for the paper).
2. All other cases will be offered a special examination.
3. In some cases that qualify for an aegrotat, it may be relevant to offer the student the choice of an aegrotat or a special examination. For example aegrotats at any stage of the course can have a detrimental effect on a student's ability to qualify for scholarships.
4. Special examinations for Semester One 2021 will be held on (date to be arranged), in the week prior to Semester Two commencement.

Special examinations for Semester Two 2021 will be held on (date to be arranged), two weeks after cessation of official examination period.

Impaired Performance

1. If the student has no internal assessment there will be no adjustment to the exam mark and only an optional special will be offered.
2. If the student has internal assessment the examination mark may be adjusted by taking account of the discrepancy between the examination and internal marks, with particular attention to individual work for the student in comparison to that for the whole class.
3. In all other circumstances the student will be offered the choice of accepting this mark or sitting a special examination.
4. Once a student accepts to take a special examination the original examination mark is nullified and the result of the special examination replaces the original mark, even if it is lower. Any absence or impairment for the special examination must be covered using the same regulations as apply for normal university examinations.