



Marketing

Creating value

"I chose marketing because it dips into many business disciplines and has a balance between creative and practical commercial skills, and because there were plenty of opportunities to work on projects based on real companies."

Rachel Somerville
Senior Marketing Communications
Specialist, Kiwibank

Marketing influences many areas of our lives – including what we buy, the music we stream, the food we eat, the political party we vote for, and even the university we choose to study at.

In order to be successful, products, brands and services have to be researched, developed, packaged and promoted. While marketing encompasses these activities, we believe that marketing also has the role of promoting positive change within individuals and society as a whole.

Students from all backgrounds choose to study marketing, and when you graduate you can apply marketing in many diverse ways. Ultimately, marketing is about people, creating value and positive change, and offering careers that are exciting, challenging and rewarding.

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Why study Marketing?

Marketing is everywhere and affects most of what we do. Marketing is about creating value and understanding why individuals and groups consume what they do. While studying Marketing at Otago, we also consider the consequences of consumption from social, ethical and environmental perspectives. We stress that marketing can bring about positive change within individuals and society.

Since marketing influences just about every industry and organisation, career options are varied and diverse. We offer high-quality courses, with teaching based on the latest research.

Career opportunities

Marketing is people-orientated. It offers careers that are exciting, challenging and rewarding. Because Otago's courses are comprehensive, require independent and collaborative learning, and celebrate creative approaches to problem-solving, our graduates leave well equipped to work in a variety of roles.

A career in marketing could include: sales management, public relations, brand management, designing new products, planning advertising and behaviour change campaigns, export and international marketing, or analysing market trends.

Some of our graduates join training programmes with well-known companies. Others work for smaller businesses, not-for-profits, and sports and cultural organisations, offering equally stimulating career opportunities ranging from sales to advertising, market research to market analysis.

While studying marketing you will also gain transferable skills such as communication, negotiation, analysis, critical engagement, problem-solving, management, and team skills, all of which make you more employable and rounded as a citizen.

We invite a number of industry guest speakers into lectures and provide opportunities for students to work directly with industry members on consultancy projects and class assignments. We keep students informed about frequent on-campus presentations by companies looking to recruit talented students, and are in regular contact with organisations throughout New Zealand, many of them keen to employ Otago graduates.

Stand out from the crowd

Employers tell us they respect Otago's BCom graduates, but also value interviewing graduates who have done more than their minimum degree requirements. Opportunities for personal growth and development include internships, taking part in the Business Case Competition, or getting involved with Audacious, an entrepreneurial competition.

Marketing at Otago

Marketing is a major in the Bachelor of Commerce (BCom), a three-year programme. It can also be studied as a minor.

100-level The first year of study covers general principles of marketing, including the marketing management process, the four "P's", consumer behaviour and the research processes used to generate information to make marketing decisions.

200-level The second year applies marketing principles in more detail. Students will develop a more specialised understanding of topics such as market analysis, consumer behaviour, integrated marketing, product and brand management and specialisations such as sports marketing.

300-level The final year provides an opportunity to gain deeper insights into more specialised topics such as digital marketing, persuasive storytelling and practical skills for producing creative marketing content, as well as international marketing, strategy, innovative marketing, and ethics and societal issues in marketing.

Teaching style

As well as lectures and smaller group tutorials, marketing courses are practical, incorporating case studies, presentations, group work and regular guest speakers. At 300- and 400-level, you also get the opportunity to work with businesses on real marketing problems.

Marketing at Otago helps you develop transferable skills that are directly relevant to many other careers. For example, case studies call for strong analytical skills and group projects for organisational, negotiation and managerial skills. Many businesses say they value Otago marketing graduates because they have a practical approach and can "hit the ground running".

Double major/degree options

You can combine marketing with a wide range of other subjects by incorporating a second major into your BCom, completing a double degree, or adding a minor into your degree structure. A few examples are outlined below:

Corporate marketers may find finance, accounting, management and economics useful. International marketers might consider a foreign language while behavioural marketers may require a psychology background. Food marketers often include food science and nutrition papers. Adding arts papers opens up possibilities in advertising. Linking mathematics and statistics is useful for a career in research or marketing analysis. Choosing a major in marketing provides the flexibility to study a number of subjects.

For questions about
Marketing
otago.ac.nz/marketing



PROFILES

Hannah Jensen Bachelor of Commerce (Marketing), Marketing Intern, Alzheimer's Otago

"I started my degree feeling unsure if marketing would be my passion; there is always a sense of anxiety when selecting a course. But my experience in the Marketing Department has given me the confidence that this is an industry that I feel passionate about and can see myself in for my entire career. Studying Marketing at the University of Otago has allowed me to learn beyond the lecture theatre.

"My studentship at Otago Museum gave me real-life industry insight. I was able to learn beyond my lectures and discover what really sparks my passion for marketing. Recently I have started working as a volunteer at Alzheimer's Otago, which has allowed me to use my skills to contribute to the greater good. It is empowering to know my marketing skills and insights are serving the wider Otago community."



Tim Rodriguez Bachelor of Commerce (Marketing and Economics), Account Executive, Farrimond

"Some of the highlights of my degree were definitely my 300-level papers. For example, MART 333 Creative Marketing Communication, which is very hands-on, gave me great insights into what it's like working for a client. My degree has helped emphasise the value of time and being able to manage it efficiently. It also helped to promote the importance of communication skills and being clear and concise.

"I chose Economics because I enjoyed studying it in high school. It is something that is not only applicable in day-to-day life but also provides great insight into what is to come during economic events and decisions. I chose Marketing as my other major as I thought it would complement Economics very well. It's also something that would be very useful if I was to pursue an entrepreneurial venture."

