



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 Sommerville
Associate Product Manager –
Fisher & Paykel Healthcare

Marketing affects everything – the music you listen to, the movies you watch, the food you eat, the political party you vote for and even the university you 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, at its core it is about creating value and meeting the needs and wants of the consumer.

Students from all backgrounds choose to study Marketing. It is useful in so many ways, in so many fields, that there are opportunities for all personality types and contrary to popular opinion, you don't have to be an extrovert!

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Why study Marketing?

Think about what happens when you buy a new mobile phone. As a customer you might be looking for a quick, easy and stylish way to communicate. In contrast, the phone retailer is looking for a way to satisfy your needs while also earning a living.

The phone retailer must make decisions such as what brands to offer, what price to ask, how they will promote their phones (radio, TV, print, face to face), plus what messages to send. The retailer also needs to decide where and how to make their phones available to the consumer.

These are all marketing decisions that need careful management. From the consumer's perspective we need to understand how people are motivated, what affects and appeals to them, and what is important in their lives.

Careers in Marketing

Marketing is people-orientated. It offers careers that are exciting, challenging, and rewarding. Because Otago's courses are broad-based 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 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 and not-for-profit, 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, problem solving, management, and team skills, all of which can be used in other disciplines.

Careers assistance

As a department we have an industry advisory board which assists us to keep abreast of industry trends and demands.

We will keep you informed about frequent on-campus presentations by companies looking to recruit talented students. We are also in regular contact with a large number of organisations, many of them keen to employ Otago graduates.

Student exchange

The University of Otago has exchange agreements with more than 70 institutions in over 30 countries. If your marks average B or better you may qualify to attend one of these institutions for one semester or a full year. You pay only your New Zealand fees and complete your qualification within the same timeframe as if you had never been away. Marketing students are also encouraged to participate in business exchanges offered through the Business School. Scholarships are available to assist students with their travel costs.

Marketing at Otago

Marketing is a major in the Bachelor of Commerce, a three year programme.

100 Level – You'll learn the principles of marketing, including the marketing management process, the four 'P's', consumer behaviour and the information used in marketing.

200 Level – You'll revisit basic marketing principles in more detail and be given the opportunity to develop more effective communication skills. You'll also be introduced to some specialised topics such as consumer behaviour, Integrated marketing, sports marketing and product and brand management.

Note: Within the BCom there are certain papers which you are required to take – some as part of your Marketing major, others as part of the overall BCom requirements, known as core papers. Core papers must be completed before entering 300 Level BCom papers.

300 Level – You will get the opportunity to

integrate previous study into the 'big picture', as well as gaining deeper insights into more specialised topics such as international marketing, strategy, product development and societal issues in marketing.

Details of first year papers and higher levels are in the *Guide to Enrolment*.

Teaching style

As well as lectures and smaller group tutorials, Marketing courses are very practical, incorporating case studies, presentations, group work and regular guest speakers. At 300- and 400-levels, 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 link Marketing with a wide range of other subjects by incorporating a second major into your BCom, by completing a double degree, or a minor. Here are a few examples of how you plan for a career by including other subjects.

Corporate marketers may find finance, accounting, management, and economics to be useful. International marketers might consider a foreign language, and behavioural marketers may require a psychology background.

Food marketers often include food science and nutrition papers. Adding design papers opens up possibilities in advertising. Linking mathematics and statistics is useful for a career in research or marketing analysis. A major in Marketing presents an opportunity of teaming up with a number of subjects.

PROFILE

Olly Casey Bachelor of Commerce with Honours
Assistant Brand Manager, Frucor Suntory

Sometimes doing things a bit differently pays off, says Otago Marketing graduate Olly Casey.

"My degree didn't follow the typical three-year programme," he says. "Halfway through my second year I was really keen to head overseas on an exchange, and also get some solid industry experience, so I sat down with staff at Otago's internship programme and talked about my goals."

The following year, Olly was able to take on a full-time position as the Marketing Co-ordinator at Immersion Marketing in Dunedin, which allowed him to gain experience while still studying a few key papers.

"I stashed half my pay away to fund my university exchange to Prague University of Economics in the Czech Republic the following year.

"Otago's Business School was very helpful in giving me direction on which papers I needed to take, and when, while also accommodating other papers I was interested in."

While Olly says the business majors available at Otago are all critical to the day-to-day function and operation of businesses, Marketing is

where the most value can be added, and often where growth comes from.

"Growing brands, creating memory structures, understanding and engaging with those who buy from us ... the variety of opportunities are extensive and you can either specialise or work across research, strategic planning, product development, consumer behaviour, shopper behaviour and pricing, to name a few."

Olly is now an Assistant Brand Manager at Frucor Suntory, working on leading brands such as Just Juice, Fresh-Up and The Real McCoy.

"Every day while I am working on brand strategy, product development, consumer research, market tracking, brand tracking or campaign management, I'm making use of the principles I learnt at Otago.

"In my first year on the job, I've launched multiple new products, met with consumers, analysed market trends, project-managed technical and manufacturing teams, and developed strategic marketing campaigns. The reward is seeing our products in stores all throughout New Zealand!"



For questions about
Marketing
otago.ac.nz/marketing

