



2012

Marketing Management Course Information

marketing
Creating Value



Marketing Management
Course Information Handbook 2012

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INTRODUCTION

WELCOME FROM THE HEAD OF DEPARTMENT

I want to say a warm welcome to you and I hope you find this 'quick guide' to the Department useful, informative and stimulating.

Marketing as a discipline has long been embraced by successful organisations all over the world. As future owners, managers or employees of these organisations, you will also need to embrace and understand the many facets and intricacies of our discipline. Whether you are taking an introductory marketing paper to complement a non-commerce degree, embarking upon a BCom, or undertaking a research degree, there is an impressive variety of papers on offer to facilitate that learning.

As the largest and most diverse marketing department in New Zealand we strive to create an environment where the pursuit of excellence is both fun and rewarding. We believe we have got that right as our students regularly tell us they enjoy and appreciate their time with us. In particular, they like the variety of papers on offer, the opportunity to work with businesses, and the friendly and knowledgeable staff that teach, tutor and look after them. We are lucky that many of our staff bring a diverse range of academic and practical industry-based experience to the Department both from New Zealand and overseas. You will be working with staff who are world class researchers and are regularly recognised as top quality teachers. We pride ourselves on the scope of the papers offered, so if your interest lies in advertising, sports marketing, consumer behaviour, strategy, tourism, product management, innovation, international marketing and more, Otago is the place for you.

At the end of it all, when students graduate and enter the labour market, they find that many job opportunities open up to them as a result of the subjects they have studied with us. Our marketing graduates can be found in senior positions in major global companies all over the world, running small to medium-sized companies, as well as setting up and owning their own businesses. A result of taking the School of Business 'core' set of papers is that Otago marketing graduates have a good grounding in business fundamentals upon which to base their marketing expertise. Employers like, and in many cases prefer, our students because we teach much more than just mainstream marketing. We also teach and integrate communication, project and group management, and we emphasise the importance of creativity, initiative, and decision-making.

As marketing is a very people-based discipline we work hard to instil that in our students and that philosophy starts by treating our students as individuals, recognising they all have their own goals, ambitions and agendas. Take up the challenge, and let's start developing and building your future. I speak for the entire Department when I say we look forward to welcoming you to study with us in 2012 and beyond.

Associate Professor Ken Deans
Head of Department



WHAT IS MARKETING?

*“Marketing is **not** the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.”*

Philip Kotler, world expert in marketing.

Marketing looks at the world from the point of view of consumers, so it's important for us to understand how to satisfy their needs and wants in a world full of an ever increasing variety of goods and services.

Who uses Marketing?

Everyone does. Marketing influences just about every industry and organisation you can think of, including professions such as accounting, law, medicine, engineering and the sciences, providing them with an essential commercial perspective.

How can you combine Marketing with other subjects?

You can combine Marketing with a wide range of other subjects by incorporating a second major subject into your Bachelor of Commerce degree (double major), or by completing a double degree. Here are a few examples of how to plan for your future by including other subjects:

- Corporate marketers may also choose finance, accounting, management or economics
- International marketers may consider a foreign language
- Behavioural marketers could consider psychology
- Food marketers often include food science and nutrition
- Market researchers might add mathematics or statistics
- Creative marketers will benefit from papers in design, media and communications

Planning for double majors or double degrees can be a little complicated, so remember to make good use of our advisors at course approval time.

CAREERS IN MARKETING

Where can Marketing take you?

Marketing is people-oriented. It offers careers that are exciting, challenging and rewarding. And because Otago's courses are so broad-based, our graduates are well equipped to work in a huge variety of roles in organisations large and small, ranging across private, public and not-for-profit sectors.

Some of our graduates join training programmes with well-known companies such as Nestlé, L'Oréal, or Tip Top. Others work for smaller organisations offering equally stimulating career opportunities ranging from sales to advertising, and market research to marketing analysis.

As a marketer, you can expect to find employment in some of the following areas:

- Sales
- Public relations
- Product and brand management
- Distribution and logistics
- Market analysis
- New product design
- Consumer behaviour
- Export and international marketing
- Advertising
- Market research
- Customer relations management

How can we help you launch your career?

What happens after you've done the hard yards, are about to graduate and begin your chosen career? We're in regular contact with a large range of organisations, many of them keen to employ Otago graduates. And we help the University's Careers Advisory Service with frequent on-campus presentations by companies looking for talented marketing staff.

RECENT GRADUATES

RACHAEL BALDWIN

BCom (Marketing) and BSc (Chemistry)
Marketing Manager, L'Oréal New Zealand

Joining L'Oréal's graduate programme was fantastic – it gave me the opportunity to work on worldwide market-leading No. 1 beauty brands, and I gained exposure to both sales and marketing roles. I had the opportunity to further develop my career working in London with L'Oréal UK, and in my current role as Marketing Manager for the professional products division of L'Oréal New Zealand I have complete marketing responsibility for my brand: from product launches to promotions, pricing, forecasting, advertising and PR. No day is the same and I love that I'm offered both creative and analytical responsibilities, which my background in science and commerce prepared me well for. Every day is new and exciting with L'Oréal!

I chose to study at Otago as I had heard that the University had a great social atmosphere and academic reputation, and that Dunedin was very supportive of its students. My main expectation for life at Otago was to have loads of fun – and it certainly delivered on that! I also expected the quality of the academic staff to be high, and I would say that it delivered on that promise too. What I didn't expect from my time at Otago was to make so many great and life-long friendships from the network of students and the community that the University creates – this was a bonus for sure.





ERIN JACKSON

BCom(Hons, 1st class) (Marketing)
Assistant Brand Manager, Fonterra

Working for New Zealand's largest company and the world's largest dairy ingredients provider is a dream come true. Being part of the Fonterra Graduate Programme, I get the chance to experience four diverse roles in different parts of Fonterra's business within two years. Working for Fonterra Ingredients, I'm helping to promote Fonterra's range of high-value dairy ingredients and solutions to leading global food and nutrition companies. Next up, I'll be working with some of New Zealand's best-loved brands in Fonterra's consumer business including Mainland, Fresh 'n Fruity and Anchor. As the world's largest investor in dairy-based research and innovation and with operations in more than 36 countries, the opportunities are endless.

Visit our website to learn about the career paths of some of our other graduates www.otago.ac.nz/marketing

MARKETING AT OTAGO

WHY CHOOSE MARKETING?

We've got a great reputation ... and we make sure we live up to it:

- Otago's Department of Marketing began life 30 years ago and has grown rapidly to become one of the largest in the world.
- We're highly respected and we enjoy close relationships with companies all over New Zealand and other academic institutions across the world.
- Students are at the forefront of knowledge because our Department is driven by research.
- Our relationships with many overseas marketing departments and business schools lead to collaborative research, visits from leading international academics, and opportunities for some of our top students to study abroad on exchange programmes.
- Employers from some of New Zealand's best known companies visit us each year on recruitment drives.

We're people people ... and we know how to work and play:

- We're serious academics, but we also know how to have fun and our staff are friendly as well as knowledgeable.
- We're also a pretty diverse lot, with staff from almost a dozen different countries and visiting academics from all over the world.
- We've got amazing opportunities ... for further study, and for life-long networking:
- As students advance through their degrees a whole range of further options open up in their third and fourth years, encouraging good students to progress to honours and postgraduate marketing study in areas of personal interest.
- We offer a seamless transition from leaving school right up to PhD and beyond – so you can go wherever your academic ambitions may lead you.
- We don't just disappear when you leave University. Our involvement with you can continue for as long as you want it to.
- At any stage in your career there are many options for returning to Otago to upgrade your qualifications, or to catch up with the latest research.
- Alumni events arranged across the globe are attended by Department staff and are great places for networking.

Our teaching is second to none:

- We combine theory with practice to give our students realistic skills. We start with a broad-based background in marketing theory, and follow up with practical skills based on experience and observation.
- We believe in learning by doing, and many papers have industry-based guest lecturers.
- We may be leading academics, but we never forget that most of our students will be seeking top jobs in industry and commerce.
- Our staff are passionate about marketing and they help to make marketing fun as well as a versatile degree with all kinds of options.
- Many of our teaching staff are nominated by students for University teaching excellence awards each year. Now that's a real vote of confidence!

We support your learning:

- Teaching is done through lectures and tutorials, with student support every step of the way. Our courses are structured so you also gain many other useful skills as you study, including ways of thinking and problem-solving that are highly valued by employers.
- We have our own computer labs in the School of Business, with the University computer helpdesk only a phone call away.
- We provide Blackboard web-based support for most Marketing papers.
- Students tell us the University of Otago library is warm, spacious, and good to work in. We know it's one of the finest in the country – and we think it's by far the best-looking.
- The University Student Learning Centre runs workshops and short courses for students on such topics as time management, exam preparation and revision, essay writing and effective note-taking in lectures.
- Overseas students get support and advice at the University's International Student Centre.
- The Māori Centre, Te Huka Mātauraka, operates from a Kaupapa Māori base to provide services such as academic support, resources and liaison.
- There's a Student Finance Advisor to help out with money concerns, from basic finances to applying for scholarships.
- There's an understanding Student Health and Counselling service and the University's Disability Information and Support service helps those having difficulty studying because of disability, temporary or permanent impairment, injury or chronic illness.

SCHOLARSHIPS AND AWARDS

UNDERGRADUATE

These days studying costs money – but there are ways to supplement your student dollar. Several scholarships and awards are available at all levels of study.

Nestlé Scholarship

Nestlé, the world's largest food company, offers a \$NZ5000 scholarship each year to a University of Otago Marketing student. Nestlé also offers a sales internship to the successful scholar (over the summer vacation after the third year) along with the opportunity to apply for a permanent position with Nestlé. Scholarship applications are welcomed from third year students moving on to fourth year study in either the BCom(Hons) or MBus programmes.

L'Oréal Marketing Scholar Award

This award is available to third year Marketing honours students. Offered by L'Oréal (NZ), the successful applicant receives direct payment of fourth year honours tuition fees to a maximum value of \$NZ5000, summer holiday employment and the possibility of a two-year, full-time contract as a marketing trainee upon graduation.

Undergraduate awards also include the University of Otago Bookshop Prize for top 200-level student and the Guenther Mueller-Heumann Award for best 400-level student.

POSTGRADUATE

There are several sources of support for students undertaking postgraduate study, including:

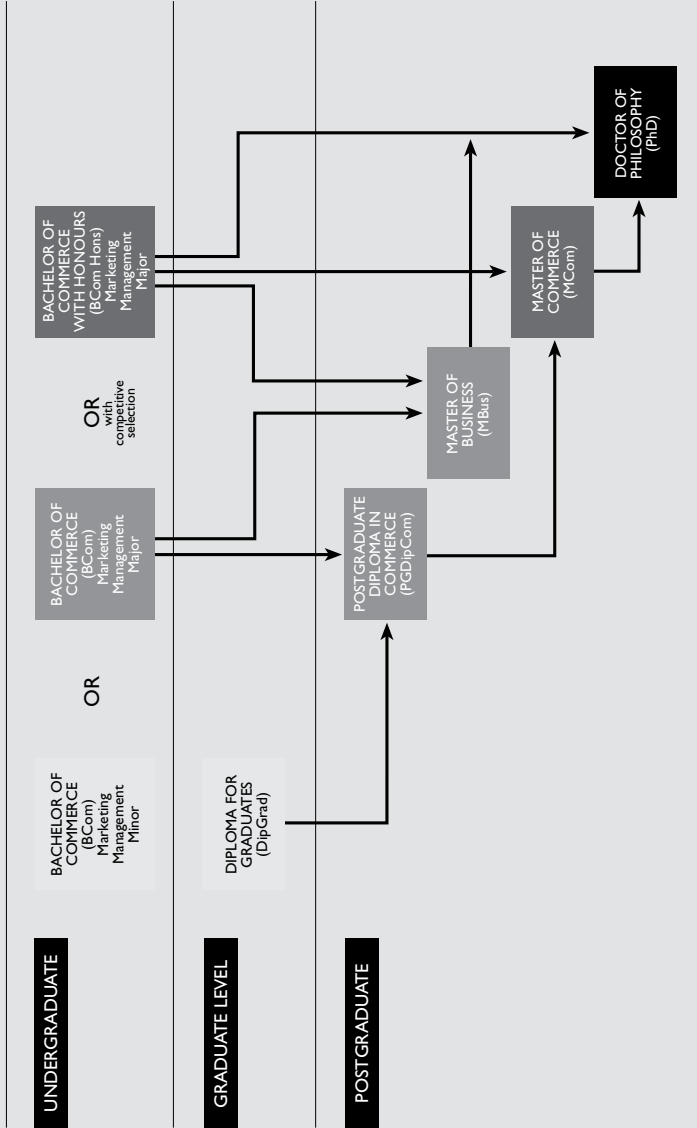
- University of Otago Postgraduate Awards (Master's)
- University of Otago Postgraduate Scholarships (PhD)
- New Zealand Universities' Postgraduate Scholarships

There are also scholarships for international students.

You'll find further information on research funding and scholarships/awards at the Scholarships Office in the University Registry Building or by visiting: www.otago.ac.nz/study/scholarships

MARKETING STUDY OPTIONS

OVERVIEW OF MARKETING QUALIFICATIONS



This is a guide only. You are advised to discuss your study plans with the Undergraduate/Postgraduate Director.
 NB: Significant changes to the BCom(Hons) programme will occur from 2013. Contact the Department of Marketing for further information.

UNDERGRADUATE QUALIFICATIONS

Three undergraduate Marketing options are available:

- Marketing minor
- Bachelor of Commerce – BCom (Marketing)
- Bachelor of Commerce with Honours – BCom(Hons) (Marketing)

Marketing is also an approved second major of the Bachelor of Consumer and Applied Sciences degree (BCApSc), and the Bachelor of Applied Science (BAppSc) degree.

Marketing Minor

A Marketing minor is perfect for students who have decided to study another commerce major or even a non-commerce degree, but would like to enhance this with a good grounding in marketing. A Marketing minor can be taken as part of a BCom, BA, BCapSc, BAppSc, BSc and BTheol and will be recognised formally on your academic transcript.

Bachelor of Commerce (BCom)

The BCom is a three-year undergraduate degree. You can major in Marketing, combine it with another major (double major) or complete a double degree.

In addition to completing the requirements of your Marketing major, all students starting a BCom or BCom(Hons) must also complete the following core commerce papers:

BSNS 102 Quantitative Analysis for Business (18 points)

BSNS 103 Marketing and Consumption (18 points)

BSNS 104 Principles of Economics 1 (18 points)

BSNS 105 Management and Organisations (18 points)

BSNS 106 Information and Communication in Organisations (18 points)

BSNS 107 Understanding Accounting (18 points)

BSNS 108 Business Finance (18 points)

Refer to the end of this section for undergraduate Marketing qualification requirements and to Section Five for a list of undergraduate Marketing papers. Alternatively, consult the *Guide to Enrolment* or *University Calendar*.

Note: If you commenced your BCom prior to 2010, please see a course advisor to discuss your BCom core requirements.

To complete a BCom you need to pass papers totalling a minimum of 360 points, including all the core business papers specified above. At least 180 of those points must be above 100-level with a minimum of 72 points at 300-level. A maximum of 90 non-Commerce points can be credited towards your BCom.

Bachelor of Commerce with Honours (BCom(Hons))

The BCom(Hons) is currently a four-year degree – the final year of study is at postgraduate level and includes a 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's true that employers look more favourably on honours graduates, so it's a great way to stand out from the rest.

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

Our honours degree gives you a chance to develop academic and practical research skills. In your fourth year you complete a large individual research dissertation.

Besides preparing students for postgraduate work (such as MBus, 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.

You need to know that entrance to honours is competitive – it's based on grades in your previous papers. You should aim for at least a B+ average in Marketing papers if you're serious about getting in.

Admission to BCom(Hons) – Marketing Department Guidelines

NB: There will be no new admissions to second or third stage honours courses in 2012

It is intended that from 2013 the current four-year programme structure for the Bachelor of Commerce with Honours (BCom(Hons)) degree will be discontinued. Instead, students who wish to complete a BCom(Hons) degree will first complete an ordinary three-year BCom degree, graduate in that degree, and then complete a one-year postgraduate honours degree.

Students who wish to apply for admission to the BCom(Hons) in Marketing in 2013 will need to make sure that they have been admitted to the degree of Bachelor of Commerce majoring in Marketing with an average grade of at least B+ for the appropriate 300-level papers.

Transitional Arrangements

Students who completed **second stage honours in 2011** may choose to either:

- a) continue with third stage in 2012 and fourth stage in 2013 and graduate with a four year honours degree;
- b) or complete a Bachelors degree in 2012 and apply for admission to the new honours degree in 2013.

Students who completed **third stage honours in 2011** will move to fourth stage honours in 2012.

In exceptional circumstances, students may still be admitted directly to **fourth stage honours in 2012** without having passed the corresponding second and third year stages. These students would normally be expected to have:

- passed papers worth 360 points, fulfilled the major subject requirements for a BCom in Marketing, and not graduated with a BCom, and
- achieved a grade average of at least B+ for the equivalent of the third stage honours course in Marketing, and
- passed MART 355

If you are interested in finding out more about our honours programme please contact the Director of Undergraduate Studies, Associate Professor John Knight, Room 6.19 Commerce Building, Tel 479 8156, Email john.knight@otago.ac.nz

Suggested BCom and BCom(Hons) Degree Structures

Because Otago offers such a flexible range of degree structures, planning a degree can sometimes be a little confusing for the inexperienced. So we've made life a little easier for you by suggesting a degree plan for our BCom (Marketing) and BCom(Hons) (Marketing).

These plans include the required core commerce papers. They can be downloaded from our website www.otago.ac.nz/marketing

UNDERGRADUATE QUALIFICATION REQUIREMENTS*

Qualification	BCom, BA etc** (Marketing Minor)	BCom (Marketing Major)***	BCom(Hons) (Marketing Major)****	BCApSc (Marketing as Second Major)****
100-level	BSNS 103 MART 112	BSNS 103 MART 112	BSNS 103 MART 112	BSNS 102 BSNS 103 MART 112
200-level	Two of MART 201-203	BSNS 102 BSNS 104 BSNS 105 BSNS 106 BSNS 107 BSNS 108	BSNS 102 BSNS 104 BSNS 105 BSNS 106 BSNS 107 BSNS 108	MART 201 MART 202 MART 203
300-level	1 x 18 point 300-level MART paper	MART 201 MART 202 MART 203	MART 201 MART 202 MART 203 MART 307 54 further points	MART 201 MART 202 MART 203
400-level		MART 301 MART 307 Two of MART 304-306, 325, 326, 328-330	MART 301 MART 355 Four of MART 304-306, 325, 326, 328-330	MART 301 MART 307 One of MART 304-306, 325, 326, 328-330
			MART 480 MART 431 MART 432 MART 433 Three further 400-level MART papers	
Plus		90 further points; must include 36 points at 200-level or above. Up to 90 points may be taken from outside Commerce		Complete requirements as for BCApSc qualification

* This is a guide only. Refer to the current University Calendar for full details.

** A Marketing minor can be taken as part of the BCom, BA, BCApSc, BSc and BTheol qualifications.

*** These regulations apply to students commencing a BCom or BCom(Hons) from 2010, and completing their BCom(Hons) in 2012. Separate regulations exist for BCom/BCom(Hons) students who began prior to 2010. If you are unsure about your degree structure, contact the Director of Undergraduate Studies in the Department of Marketing.

GRADUATE QUALIFICATIONS

Diploma for Graduates (DipGrad)

The papers-based DipGrad is a full-time course taught over one year, or part-time over more than one year. It is a very flexible qualification and can be structured to meet your requirements. DipGrads can be endorsed in Marketing, typically requiring a predetermined selection of Marketing papers, or they can be general DipGrads without endorsement.

It's a good choice if you're looking for:

- Extra marketing study to extend your first Marketing degree, diploma or other qualification.
- Marketing knowledge to add to a qualification from another discipline.
- A bridging qualification to access a course of higher study, such as a postgraduate diploma or a master's degree.

To enrol for a DipGrad, you'll be expected to have a degree or a diploma, or provide satisfactory evidence of appropriate training and experience.

If you are interested in finding out more about our endorsed DipGrad programme, please contact Dr Ben Wooliscroft, Room 6.37 Commerce Building, Tel 479 8445, Email ben.wooliscroft@otago.ac.nz or Dr Willem Labuschagne, Director of the DipGrad Programme, Room G30, Owheo Building, Tel 479 5735, Email willem@cs.otago.ac.nz

POSTGRADUATE QUALIFICATIONS

As the marketing world becomes more sophisticated, 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 skills.

With our research performance ranked in the top two of all 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. They also attend and present at regular Departmental research seminars, obtaining substantial peer review and feedback. Senior research students may also be able to attend appropriate national and international conferences to present and receive informed feedback on their work.

Facilities for MBus, MCom and PhD students include dedicated desk-space and access to eight computer labs, all equipped with the latest software.

The following postgraduate qualifications are available:

- Postgraduate Diploma in Commerce (PGDipCom)
- Master of Business (MBus)
- Master of Commerce (MCom)
- Doctor of Philosophy (PhD)

Refer to the end of this section for postgraduate Marketing qualification requirements and to Section Five for a list of postgraduate Marketing papers.

Postgraduate Diploma in Commerce (PGDipCom – endorsed in Marketing Management)

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

If you've graduated with a BCom in Marketing (with a minimum B grade average across 72 points of 300-level including MART 301 and MART 307), DipGrad or equivalent, this diploma offers you a chance to gain a higher qualification. Its status is similar to the BCom(Hons) degree and it may be awarded with distinction or credit.

All our PGDipCom students are expected to enrol in MART 431, 432 and 433. You may choose a further five of the 400-level papers on offer, subject to the approval of Dr Ben Wooliscroft, Room 6.37 Commerce Building, Tel 479 8445, Email ben.wooliscroft@otago.ac.nz

Master of Business (MBus – endorsed in Marketing Management)

The Master of Business is a professionally-oriented specialist degree comprising coursework and an applied research project, which is designed to meet the needs of employers and students.

Admission to the programme is subject to the approval of the Pro-Vice-Chancellor (Commerce). Every applicant must either (i) be a graduate in Commerce, Business Studies or the equivalent, or (ii) be a graduate with alternative qualifications or experience acceptable to the Pro-Vice-Chancellor (Commerce).

The MBus programme consists of eight papers at 400-level followed by MART5A, an independent research project (max. 30,000 words) investigating a particular problem or business issue. Students must achieve a B+ average in their coursework in order to progress onto the research project.

Entry in to the MBus programme is normally in semester one, however students can begin in the second semester, and most students complete the coursework component over an academic year. The research component must be started within 6 months of completion of the papers and completed within 9 months (for full-time students) or 18 months (for part-time students) of enrolment in MART5A.

Research topics are chosen in consultation with the MBus Coordinator, Dr Roel Wijland, Room 6.24 Commerce Building, Tel 479 8411, Email roel.wijland@otago.ac.nz

Master of Commerce (MCom – endorsed in Marketing Management)

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 eight 400-level papers worth 144 points, leading to a Postgraduate Diploma in Commerce (PGDipCom).

Students who have a good honours degree or a PGDipCom (or equivalent qualification) can complete a 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 MCom Director, Dr Ben Wooliscroft, Room 6.37 Commerce Building, Tel 479 8445, Email marketing.mcom@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 master's degree thesis in scope, depth and originality. It's more rigorous and demanding and represents significant independent research. A PhD represents 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 7.0 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 7.5 (and no less than 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, and we may ask you to supply a PDF of your full thesis and any publications that arose from it
- International students must also supply evidence of their performance in IELTS (we require students to have an IELTS score of at least 7.0 overall and, in normal circumstances 7.5 (and no less than 7.0) for the Writing component)

The PhD Director will assess this information and advise whether you meet our preliminary entry requirements. If so, the Director will then invite you to submit a research proposal:

- Your research proposal should include a clear statement of the research question(s) you wish to address. It should cite relevant and appropriate literature, demonstrate your understanding of the wider context in which you propose working, and describe a potential approach to addressing your research question(s).

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 www.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 supervisors 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, Prof Janet Hoek, Room 6.18 Commerce Building, Tel 479 7692, Email marketing.phd@otago.ac.nz

The University website contains extensive information about the Doctor of Philosophy (PhD) (including registration, enrolment and scholarship information): www.otago.ac.nz/study/phd

International students wishing to apply for postgraduate study should contact the International Office of the University.

POSTGRADUATE QUALIFICATION REQUIREMENTS*

Qualification	PGDipCom	MBus	MCom	PhD
Entry Requirements	BCom (with a B average across 300-level Marketing papers, including 301 and 307) Or DipGrad Or equivalent (with approval from Postgraduate Director)	BCom (with a B+ average across 300-level Marketing papers, including 301 and 307) and a B+ across 400-level papers Or equivalent (with approval from Postgraduate Director)	BCom (Hons) or PGDipCom (With a B+ average across 400-level papers) Or equivalent (with approval from Postgraduate Director)	BCom (Hons) MCom Or evidence of independent academic research, with approval from Postgraduate Director and relevant University committee
Academic Content	8 x 400-level Marketing papers To continue to an MBus or MCom you will need to include 431, 432 and 433.	8 x 400-level Marketing papers (including 431, 432 and 433), thesis (0.75 EFTS) MART 5A.	Required papers plus thesis or thesis only. Your academic background will determine which option is available to you.	Thesis only. In some cases, you may be required to complete additional papers relevant to your research topic.
Length	1 year full-time Part-time up to 3 years maximum	12-21 months full-time Part-time up to 2 1/2 years maximum	1-2 years full-time Part-time up to 4 years maximum	2 1/2-4 years full-time or part-time equivalent

* This is a guide only. Refer to the University Calendar for full details. All postgraduate applicants are also advised to discuss their plans with the Department of Marketing Director of Postgraduate Studies.

PAPER DETAILS

KEY TO ABBREVIATIONS

S1	=	taught in semester 1 only
S2	=	taught in semester 2 only
S1 & S2	=	taught separately in semesters 1 and 2
FY	=	taught across whole year (semesters 1 and 2)
SS	=	taught at Summer School
Prerequisites	=	requirements to be met before a paper or course may be taken
Corequisites	=	a paper which must be taken concurrently with another
Restrictions	=	papers which have a large amount of content in common are often restricted against each other – they cannot, therefore, be credited to the same qualification

CORE COMMERCE PAPERS

BSNS 102 Quantitative Analysis for Business

(S1 & S2 – 18 points)

An introductory course in business statistics designed specifically for students majoring in Commerce. It covers descriptive and inferential statistics including applications to business research and practice and provides an introduction to statistical software.

Restrictions:

QUAN 101, STAT 110, STAT 115

BSNS 103 Marketing and Consumption

(SS, S1 & S2 – 18 points)

This paper introduces the concept of value creation through the interplay between consumer culture and marketing management and the key elements of consumer behaviour.

Restrictions:

MART 102

BSNS 104 Principles of Economics I

(S1 & S2 – 18 points)

This paper introduces the analysis of predominantly market economies and how they work as a whole, both in New Zealand and international contexts.

Restrictions:

ECON 101, ECON 111, MANV 201

BSNS 105 Management and Organisations

(SS, S1 & S2 – 18 points)

This paper develops understanding of individual and group behaviour, communications, and the management of operations and human resources within organisations.

Restrictions:

MANT 111, MANV 101

BSNS 106 Information and Communication in Organisations

(S1 & S2 – 18 points)

This paper develops understanding of the role and nature of information within an organisation and the manner in which information is structured, processed and communicated to enable efficient and accurate decision making.

Restrictions:

COMP 102

BSNS 107 Understanding Accounting

(SS, S1 & S2 – 18 points)

Basic financial and management accounting.

Restrictions:

BSNS 101, ACCT 101

BSNS 108 Business Finance

(S1 & S2 – 18 points)

This paper introduces students to the principles of Finance, especially in the context of a business. Topics also include Ethics in relation to handling money and relevant laws and regulations.

Restrictions:

BSNS 101, FINC 101, MANV 202

UNDERGRADUATE MARKETING PAPERS

MART 112 Marketing Management

(S1 & S2 – 18 points)

An introduction to the marketing environment, customer types, buyer behaviour, market segmentation and product, pricing, distribution and promotion issues in the context of domestic and international product and service markets.

Restrictions:

MART 101, MANV 101

MART 201 Integrated Marketing Communications

(S2 – 18 points)

The use of marketing communication tools such as advertising, promotion, publicity, public relations and sales management. The development of media plans and presentation skills will be stressed.

Prerequisites:

(BSNS 103 or MART 102) & (MART 112 or MART 101)

MART 202 Product and Brand Management

(SS & S1 – 18 points)

An examination of the theoretical and applied aspects of product management, including new product development, branding and the role of the product manager.

Prerequisites:

(BSNS 103 or MART 102) & (MART 112 or MART 101)

MART 203 Pricing and Distribution Management

(S2 – 18 points)

This course focuses on the external and internal factors influencing pricing and distribution decisions including formulating, implementing and monitoring pricing, and distribution strategies and decisions.

Prerequisites:

(BSNS 103 or MART 102) & (MART 112 or MART 101)

MART 207 Sports Marketing

(S1 – 18 points)

An introduction to the theory and practice of sports marketing with particular emphasis on the New Zealand situation.

Prerequisites:

108 points

MART 301 Strategic Marketing Management

(S2 – 18 points)

Elements of marketing strategy are considered to establish a framework that incorporates marketing within the overall corporate planning process. Processes such as competitor analysis, market segmentation and positioning are examined.

Prerequisites:

(BSNS 102 or QUAN 101) & MART 201-203

MART 304 Sales and Sales Management

(S1 – 18 points)

This paper introduces the theory and practice of sales and sales management and integrates these concepts into 'best practice' of modern businesses.

Prerequisites:

Two of MART 201-203

MART 305 Societal Issues in Marketing

(S2 – 18 points)

The relationships between marketing, public policy and social and environmental values are examined with reference to legal issues.

Restriction:

MART 439

Prerequisites:

Two of MART 201-203

MART 306 Innovation and New Product Development

(S2 – 18 points)

The theory and practice of market-led innovation and new product development from idea generation through to the product launch and post-launch evaluation.

Restriction:

MANV 302

Prerequisites:

Two of MART 201-203

MART 307 Marketing Research Methods

(S1 – 18 points)

The aim of this paper is to introduce students to the design and implementation of marketing research. Emphasis is placed on the appropriate choice and design of marketing research methodologies and interpretation, and the use and dissemination of marketing information. Both qualitative and quantitative approaches are addressed.

Prerequisites:

(BSNS 102 or QUAN 101) & (BSNS 103 or MART 102) & (MART 112 or 101)

MART 325 Services Marketing

(S1 – 18 points)

Combines marketing and service management between firms and their customers. This paper is vital to any understanding of contemporary marketing, including relationship marketing, co-creation of value and marketing's service-dominant logic.

Prerequisites:

Two of MART 201-203

MART 326 International and Export Marketing

(S1 – 18 points)

The analysis and application of marketing principles in an international context.

Prerequisites:

Two of MART 201-203

MART 328 Business to Business Marketing

(S2 – 18 points)

Business-to-business marketing studies the analysis and management of relationships between companies working in extended networks. This course provides students with a state of the art view of business marketing theory and practice.

Prerequisites:

Two of MART 201-203

MART 329 Consumer Behaviour

(S2 – 18 points)

Develops an in-depth study of a number of concepts in consumer behaviour within the context of consumer culture.

Prerequisites:

Two of MART 201-203

MART 330 Creative Marketing Communication

(SI – 18 points)

This course looks at the theoretical and practical application of language and visualisation in the context of advertising. It emphasises the aesthetics of business communication in multi-media contexts and develops critical and evaluative skills.

Prerequisites:

54 points from any discipline at 200-level including MART 201

MART 355 Business Project

(FY – 36 points)

A group based practical marketing project.

Prerequisites:

MART 201-203 & 307 (with at least a B average)

POSTGRADUATE MARKETING PAPERS

MART 431 Marketing Theory

(S1 – 18 points)

A study of the history and philosophy of marketing thought.

Prerequisites:

72 300-level MART points (including MART 301) or HOD approval

MART 432 Research Methods

(S1 – 18 points)

Qualitative and quantitative research methods are critiqued with regard to their application in solving marketing problems.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 433 Advanced Marketing Analysis

(S1 – 18 points)

Design, application and critique of data analysis techniques used in marketing research.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 434 Competitive Strategy

(S1 – 18 points)

Market decision making and marketing strategy in practice are examined for their effectiveness in enabling organisations to perform competitively.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 435 Consumer Behaviour

(S1 – 18 points)

An exploration of topical issues and current theory in consumer behaviour and consumer research.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 436 Advanced International Marketing

(S2 – 18 points)

An examination of the principles of international marketing including international market research and identifying, developing and maintaining marketing activities overseas.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 437 Food Marketing

(S1 – 18 points)

Factors affecting food marketing in New Zealand and internationally and their influence on the development of the food industry, including product development and marketing research for effective food marketing.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 438 Tourism Marketing

(S2 – 18 points)

Marketing issues pertaining to tourism are explored from a theoretical and a practical perspective.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 439 Advanced Societal Issues in Marketing

(S2 – 18 points)

Advanced study of the relationships between marketing, public policy and social and environmental values are examined with reference to legal issues.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 440 Branding

(S2 – 18 points)

A strategic approach to brand management, including an examination of the implications for integrated marketing communications.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 441 Financial Aspects of Marketing and Pricing

(S1 – 18 points)

The application of pricing theory and financial information to marketing.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 442 Advertising and Society

(S2 – 18 Points)

Focuses on the management of advertising, familiarising students with the flow of campaign planning from ideation to application, the generation of business models in creative talent configurations, and initiating and managing applied creativity in professional contexts. In the balance of creation, account and strategy contributions, the course predominantly adopts an advertising planning perspective.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 444 Retailing

(S1 – 18 points)

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

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 445 Channels and Marketing Logistics

(S2 – 18 points)

An examination of strategies to reach an ever-changing market through the best selection and management of market channels. The course focuses on the managerial aspects of logistics; particularly demand management and inter-company collaboration.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 447 Internet Marketing

(S1 – 18 points)

The latest research and developments in the area of internet marketing, including some lab-based sessions for research and web authoring skill development.

Prerequisites:

72 300-level MART points (including MART 301 & 307) or HOD approval

MART 480 Dissertation or Case Study

(FY – 36 points)

A marketing related dissertation or case study of not more than 10,000 words.

Corequisites:

MART 431 & 432. Only available to BCom(Hons) and PGDipCom students

THESIS MART 5A

(90 points)

A thesis of no more than 30,000 words.

Prerequisites:

MART 431, 432, 433 and papers from MART 434-456 or other approved papers worth a total of 90 points.

STUDENT SERVICES

More information is available on the "Current Students" section of www.otago.ac.nz/business

OFFICE HOURS

All teaching staff have at least two hours per week set aside for meetings with individual students on academic and administrative matters. Office hours are posted on staff members' doors, on staff web pages and on a screen at Reception. No appointment is necessary during these times.

CLASS REPRESENTATIVES

We value feedback from our students and we encourage you to approach your lecturers and tutors about matters relating to your course work. Sometimes, however, you may have a suggestion that you would rather not approach a lecturer with directly. The class representatives system is designed to cover such situations. At the beginning of each course, all classes elect a class representative who acts as a link between students taking the course and the Department which runs the course.

It is the class representative's job to represent the students in their class. Class representatives attend meetings with senior staff. Before these meetings they let their class know that the meeting is going to take place so that students can raise any issues of concern beforehand. After the meeting the class representatives report back to the class. Class representatives also pass on information from the OUSA and report back any issues raised by their class.

For more information on the class representatives system please visit www.ousa.org.nz/classrep.php

INTERNATIONAL EXCHANGE PROGRAMME

The University has exchange agreements with more than 90 institutions including over 40 business schools in 29 countries. The exchange programme offers students the opportunity to study overseas while only paying University of Otago fees. The School of Business offers travelling scholarships to aid students who are heading overseas on exchange. A full list of the School of Business partner schools and details of the exchange programme and scholarships can be found at www.business.otago.ac.nz. For more information, please visit the Office of the Dean (Level 3, Commerce Building) or the University's Student Exchange Office (Archway West Building).

BUSINESS CASE COMPETITIONS

The School of Business participates in annual national and international business case competitions offering students the opportunity to test their knowledge in a competitive environment. Each competition is generally held over one day at a specific venue. Team members are given a case to solve and must devise a strategy which they then present to a panel of judges. The winning strategy wins the competition. More information is available in the Current Students section of www.business.otago.ac.nz or contact Dr John Guthrie, Room 6.12 Commerce Building, Tel 479 8159, Email john.guthrie@otago.ac.nz

REGULATIONS

There are a number of regulations and policies at the University of Otago that you should become familiar with. Below is some information on grades and examinations regulations. You can find full details on all the policies and regulations at www.otago.ac.nz/currentstudents

GRADES

Grades for internal assessment will be reported regularly during the semester, by student ID on Blackboard. Confirmation of overall course grades can be viewed on PIMS as soon as they become available. You are responsible for checking your own grades and should contact the course coordinator as soon as possible if you have any queries regarding the grades notified.

EXAMINATIONS

Students' individual timetables will be displayed on PIMS prior to each written final examination period, giving the date, time, and venue for each examination they are to sit. Full examination regulations can be found at www.otago.ac.nz/study/exams. Departments do not set the examination timetable – as such, Departmental staff will not be able to deal with any requests regarding timing of your exams.

SPECIAL CONSIDERATION

If you were too ill to sit an exam or if you sat an exam but considered your performance was seriously impaired you can apply for Special Consideration. You will need to fill in an application form which can be obtained from the University Information Centre or Student Health. You need to submit this form within **five calendar days** from the date of the last examination for which you are making the application for Special Consideration and provide supporting documentation, such as a medical certificate.

All applications for Special Consideration for examinations must be dealt with through the University Information Centre, not the Department.

DISHONEST PRACTICE

Dishonest practice in relation to work submitted for assessment (including all course work, tests and examinations) is taken very seriously at the University of Otago. Plagiarism is one form of dishonest practice. Plagiarism is defined as copying or paraphrasing another person's work and presenting it as one's own – whether intentionally, or through failure to take proper care. Being party to someone else's plagiarism (by allowing them to copy your work or by otherwise helping them plagiarise work for an assessment) is also dishonest practice.

You have a responsibility to be aware of acceptable academic practice in relation to the use of material prepared by others, and for taking all steps reasonably necessary to ensure that no dishonest practice occurs. Much of your study at University is about developing your own thoughts and ideas. Where you use other people's words or ideas in your work it is vital that you reference these correctly. The Student Learning Centre (which is located in the Information Services Building) offers a course to assist you with this.

Any student involved in dishonest practice will be dealt with under the University's regulations – for details, please see the University Calendar. The range of penalties under the regulations includes forfeiture of marks for the piece of work submitted, a zero grade for the paper, or, in extreme cases, exclusion from the University.

If you are ever in any doubt concerning what may be acceptable practice in relation to an assessment, you should clarify the situation before submitting the work or taking the test or examination involved.

DEPARTMENT OF MARKETING POLICY ON STUDENT INTERNAL ASSESSMENT

1. **Late Assignments** – Assignments received after the deadline but within 24 hours of the deadline will have 25% deducted from the available grade for the piece of assessment (i.e. 78% becomes 53%). Assignments received 24 hours and later than the deadline will not be marked and there will be no grade given.
2. **Extensions** – Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documentary evidence stating nature and length of impairment, family emergency, provincial or national representative activities) by the appropriate course coordinator.

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% or more of the final result would be considered significant.

Tutors and lecturers are not authorised to give extensions. Only the course coordinator 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.

3. **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 the situation. 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 endeavour to resolve outstanding issues.
- iii. The tutor will arrange for students to meet with the course coordinator who will endeavour 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 course coordinator (which must be submitted to the tutor or course coordinator before any grades are released).

Course coordinators 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 a written explanation for the discrepancy, or meet with a group comprised of their course coordinator and lecturer(s) and others (as deemed appropriate) to provide an explanation for the discrepancy. A differential allocation of grades may result from this process.

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University of Otago

www.otago.ac.nz

University Contact Centre (for initial enquiries and information)

Tel 0800 80 80 98

School of Business

www.business.otago.ac.nz

Fees Information

www.otago.ac.nz/study/fees

Scholarships Information

www.otago.ac.nz/study/scholarships

Māori Centre

www.otago.ac.nz/maoricentre

Pacific Islands Centre

Nina Kirifi-Alai – Manager
1 Leith Bank
Tel 64 3 479 8278
Email pacific@otago.ac.nz

International Office

Archway West
Tel 64 3 479 8344
www.otago.ac.nz/international

Disability Information and Support

262 Leith Street
Tel 64 3 479 8235
Email disabilities@otago.ac.nz

Student Learning Centre

Information Services Building
Tel 64 3 479 5786
www.otago.ac.nz/SLC

Careers Advisory Service

Information Services Building
Tel 64 3 479 8244
www.otago.ac.nz/careers

DISCLAIMER

While every effort has been made to ensure that the information contained in this document is accurate, the information is subject to change. Changes will be notified in class and/or tutorials. Students are encouraged to check notice boards and websites for any changes. It is your responsibility to keep informed.

