Course Outline 2018
MKTG 710: ADVANCED COMMUNICATIONS RESEARCH (15 POINTS)

Semester 1 (1183)

Course Prescription
An examination of current and emerging research in advertising and communications, this course examines relevant research as it relates to the receiving and processing of advertising messages, and the creation and sharing of user-generated content. By examining various points of view, students should have a better understanding of the theoretical and applied issues involving the use of advertising, and the media selection and creative execution of advertising programmes.

Goals of the Course
The goal of this course is to examine relevant research into audience behaviour as it relates to the receiving and processing of advertising communications in a changing world.

Learning Outcomes
At the conclusion of this course the student will be able to:

1. Critically evaluate the role of creativity and the role of consumers in modern communications;
2. Investigate practices of advertising literacy, creation and reception;
3. Identify the technological and societal changes that affect the processing and impact of marketing communications;
4. Assess the changing roles of technology (e.g. social media, internet, mobile) and their integration within marketing communications;
5. Critically evaluate different methods for qualitatively and quantitatively measuring media audiences;
6. Critically assess the role of ‘new’ technology and channels and their effect on marketing communications; and
7. Develop advanced skills in team work, time management and communication.
## Content Outline

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecturer</th>
<th>Topic</th>
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<tbody>
<tr>
<td></td>
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<td></td>
<td><strong>Module 1: The Marketing Communication Process</strong></td>
</tr>
<tr>
<td>1</td>
<td>1 March</td>
<td>Lang</td>
<td>The role of creativity in marketing communications</td>
</tr>
<tr>
<td>2</td>
<td>8 March</td>
<td>Lang</td>
<td>Word of mouth communication</td>
</tr>
<tr>
<td>3</td>
<td>15 March</td>
<td>Lang</td>
<td>Social media and internet in marketing communications</td>
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<tr>
<td>4</td>
<td>22 March</td>
<td>Lang</td>
<td>Building relationships with social media</td>
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<tr>
<td>5</td>
<td>29 March</td>
<td>Lang</td>
<td>Measuring social media effectiveness: what, why and how</td>
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<td></td>
<td></td>
<td><strong>Mid Semester Break (2 weeks)</strong></td>
</tr>
<tr>
<td>6</td>
<td>19 April</td>
<td>Lang</td>
<td>Communications and interactive technologies</td>
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<tr>
<td></td>
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<td></td>
<td><strong>Module 2: Digital Marketing Communication</strong></td>
</tr>
<tr>
<td>7</td>
<td>26 April</td>
<td>Dolan</td>
<td>Introduction to ‘new’ platforms for advertising communication and app-based advertising</td>
</tr>
<tr>
<td>8</td>
<td>3 May</td>
<td>Dolan</td>
<td>Emerging technology for advertising</td>
</tr>
<tr>
<td>9</td>
<td>10 May</td>
<td>Dolan</td>
<td>The influence of mobile phone technology on advertising consumption</td>
</tr>
<tr>
<td>10</td>
<td>17 May</td>
<td>Dolan</td>
<td>Data driven creative advertising communication &amp; programmatic media buying</td>
</tr>
<tr>
<td>11</td>
<td>24 May</td>
<td>Dolan</td>
<td>Building consumer relationships in a Google world</td>
</tr>
<tr>
<td>12</td>
<td>31 May</td>
<td>Dolan</td>
<td>Communication richness and the power of engagement through videos.</td>
</tr>
</tbody>
</table>

### Learning and Teaching

The course runs for twelve sessions. Classes will meet weekly for 3 hours, 2pm-5pm Thursday beginning 1 March, in OGGB room 260-325.

Although your lecturers will provide an overview of topics, the course will consist primarily of weekly seminars with presentations by students based on assigned readings with discussion facilitated by the lecturer. For these seminar classes, each student/group will be expected to prepare an oral presentation of the article or discussion as set out by the lecturer. There will also be articles to be read and discussed by the entire group.

The class size is 15 (approx.).
Teaching Staff

Dr Bodo Lang (Course Coordinator & Module 1)
Office: OGGB 411
Tel: 09 923 7162
Email: b.lang@auckland.ac.nz

Dr Rebecca Dolan (Module 2)
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Email: rebecca.dolan@auckland.ac.nz

Marketing Subject Librarian:
Justene McNeice
Email: j.mcneice@auckland.ac.nz
Room M25, Level M
General Library
Phone: 373 7599 (ext. 84668)

Learning Resources
A resource book, containing readings for Module 1 will be handed out at the beginning of the semester. Readings for Module 2 will be handed out at the end of the first Module in week 6.

Assessment
Module 1
Group Assignment (Critique & Presentation) 10%
Individual Assignment (Project) 20%

Module 2
Group Assignment (Critique & Presentation) 10%
Individual Assignment (Project) 20%
Final Exam (3 hours) 40%

Total 100%

Further details on these assessments will be provided in the course books, at our first lecture and on Canvas.

The broad relationship between these assessments and the course learning outcomes is as follows:

<table>
<thead>
<tr>
<th>Learning Outcome</th>
<th>Written Assignments</th>
<th>Critique &amp; Presentation</th>
<th>Final Exam</th>
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<tbody>
<tr>
<td>1</td>
<td>x</td>
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<td>2</td>
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<td>4</td>
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<td>6</td>
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<tr>
<td>8</td>
<td>x</td>
<td>x</td>
<td>x</td>
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</tbody>
</table>
Inclusive Learning
Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

Student Feedback
Student feedback has been used to shape the course regarding readings and content. Students will be asked to complete a Lecturer Evaluation at the end of both Modules and a Course Evaluation at the end of Module 2.

University Counselling Services
If university or non-university matters are getting on top of you, please contact the University Health and Counselling Services. Every problem has a solution and sharing your concerns will help you work through them.

You can contact them on: 923 7681 to make an appointment or for more information go to:

NOTE: Please refer to the Department of Marketing Undergraduate Protocol at the end of this document for further information regarding Department policies.
DEPARTMENT OF MARKETING

UNDERGRADUATE and POSTGRADUATE PROTOCOL

The Department of Marketing regards its relationship with students as very important. This protocol document has been written to assist both students and teaching staff to have a clear understanding of expectations for behaviour and study. This document describes the key policies and practices that students and lecturers are expected to adhere to. The core principles of the Department of Marketing are consistency, fairness and integrity.

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Academic Referencing Help

Acknowledgement of sources is an important aspect of academic writing. The University’s Referencite website (www.cite.auckland.ac.nz) provides students with a one-stop online resource for academic referencing needs. Referencite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and it gives fast access to some major reference formats with examples.

Assignments

When handing in assignments please:

- use the appropriate cover sheet;
- use your official name as is currently used in University records; and
- always add your current email contact and student ID number

Late Assignments

Students will have considerable advance notice about the date that assignments and other coursework tasks are due. Therefore, students must plan their work to give plenty of time so that unforeseen events such as computer issues, connectivity, insufficient time, or any other problems, do not prevent handing the assignment in on time.

Unacceptable reasons for a late assignment include but are not limited to: being overseas; work; a holiday; and/or a family celebration.

Acceptable reasons for submitting an assignment late, may include a period of prolonged or unexpected illness prior to the deadline, unexpected incarceration or bereavement. However, in these circumstances students will be required to provide suitable documentation as evidence (e.g. a certificate from the University Health and Counselling Service, a death certificate, doctor’s case notes etc.) as early as possible, but no later than 5 working days after the assignment due date.

Students who fail to hand in an assignment and wish to apply for special consideration will need to apply in writing directly to the course coordinator using the Department of Marketing “Special Consideration for Missed Coursework Form” (refer to attachment).

Late assignment penalties

Students will be penalised for submitting assignments after the due date. Below is a list of penalties that can be expected:

- 1 day late 10% off grade achieved by student (e.g. 87% goes down to 77%)
- 2 days late 20% off grade achieved by student (e.g. 87% goes down to 67%)
- 3 days late 30% off grade achieved by student (e.g. 87% goes down to 57%)
- 4 days late 40% off grade achieved by student (e.g. 87% goes down to 47%)
- 5 days late 50% off grade achieved by student (e.g. 87% goes down to 43.5%)

Note: Assignments submitted five minutes past the deadline are considered one day late. If an assignment is due in on a Friday, then an assignment submitted on Monday is considered to be three days late. Assignments handed in later than five days after the deadline will not be graded.
Although these penalties may seem harsh, their purpose is to prepare students for the expectations of future employers (i.e. planning your time efficiently and meeting deadlines) whilst maintaining fair and equitable treatment of all students.

Group assignments

For group assignments, all members of the group will be awarded the same group assignment mark, unless the course coordinator is informed of group issues that may have adversely affected the group work. Such issues must be brought to the attention of the course coordinator before the assignment due date.

In group assignments where peer assessment is used, students not contributing equally to the group effort may be penalised. Therefore, students should inform their team mates and the teaching staff if they are unable to contribute equitably to the group assignment at any point. Once again, suitable documentation must be given to the course coordinator as early as possible, but no later than the assignment due date.

Canvas

Canvas is the online portal for student study. Canvas is integrated with Student Services Online. Students are automatically added to their enrolled courses in Canvas. This is where students in the Department of Marketing can access their course outline, information on grades and assignments, syllabus and course literature. Some lecturers also use Canvas to:

- Provide students with unrestricted access to course materials (lecture notes, case studies and reference materials). Students will be able to access these materials anytime and anywhere via the internet;
- Keep students informed about upcoming events, opportunities for part-time marketing jobs, or social events; and
- Communicate changes to schedules or important information about coursework.

Please note that the information posted on Canvas does not cover information on all material provided in lectures. Therefore, if a student misses a class, they should ask other students whether any important announcements or materials were missed. It is each student’s responsibility to monitor, read, and keep up-to-date on all course communications.

The email address for each student listed in Canvas must be one that is used and checked frequently. This is the address to which course lecturers will send any important messages and updates. Current mailing address and other contact details must always be kept current on Student Services Online (the University’s online enrolment and student administration system). Students can update their personal details by logging on to Student Services Online and then clicking on “Update your details”.

Cheating and Plagiarism

The University of Auckland regards cheating as a serious academic offence. Your academic success rests on your performance in assessments taken throughout the course of your study. It is important, therefore, that you meet certain basic standards expected of you during the assessment process. The rules and regulations for assessment are in place to ensure fairness for all students.
Cheating includes using unauthorised sources of information and providing or receiving unauthorised assistance with any form of academic work or engaging in any behaviour specifically prohibited by the University.

Plagiarism is a form of cheating. Plagiarism includes the copying of language, structure, images, ideas, or thoughts of another, and representing them as one’s own without proper acknowledgement. It also includes the failure to cite sources properly.

Work can be plagiarised from many sources, including books, journal articles, the internet, and other students’ assignments. A student’s assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document ‘Guidelines: Conduct of Coursework’ provides further advice on how to avoid plagiarism. It can be found at: www.business.auckland.ac.nz/conductcoursework

The penalties for cheating and/or plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University’s Discipline Committee, where further penalties can be imposed.

Third party assistance with coursework

While students are encouraged to improve their coursework writing skills and are permitted to seek assistance from third parties, be advised that there are important limits to the amount and type of assistance from a third party that can be given to complete assignments, including group work. Third parties include but are not limited to, fellow students, reading groups, friends, parents, and professional editing services.

Students should be aware of the University’s guidelines on third party assistance: www.business.auckland.ac.nz/thirdpartyassistance

Class Representatives

The Department of Marketing values the role of class representatives and encourages students to act in this capacity.

Each semester, two students will be nominated as volunteers for the role of class representative. Those students will be asked to make themselves available through email and/or face-to-face, so that all students can raise concerns or pass on feedback through the representative, to the lecturers and Department.

The feedback/suggestions given to the lecturer specifically, or the department in general, will be used to improve the course and the student experience. The class representatives are a conduit for good communication between the students and the Department and conversely, the Department and students.
Communication

Teaching staff will always aim to communicate with students in a timely and efficient manner. If a response is not received in a timely manner, students should escalate the communication to the course coordinator or an Undergraduate Coordinator.

The main avenues for course information provided to students are lectures and tutorials. Additionally, information related to the course, such as deadlines for assignments, can be found in the course outline. Some course outlines may be provided electronically through Canvas while others are available in hard-copy.

When emailing teaching and administrative staff, students should remember to keep the email formal, commensurate with professional relationships. Also, many course coordinators teach on multiple papers, therefore please include the paper number e.g. MKTG 303, your official name and UOA student ID and a brief heading of the subject, in order to aid the staff member’s response to your communication and/or direct it to the correct recipient.

Copyright Warning Notice

All Department of Marketing teaching materials are protected by copyright and have been provided to students to be used solely for educational purposes. They are under licence to the University. Students may not sell, alter, copy, reproduce or distribute, any part of any University course pack/material to any other person.

Where provided to students in electronic format, students may only print from it for their own private study and research. Failure to comply with the terms of this warning may expose students to legal action for copyright infringement and/or disciplinary action by the University.

Bullying, Harassment, Discrimination

UNDER NO CIRCUMSTANCES will the Department of Marketing tolerate bullying, harassment or discrimination in any form, whether student towards student; staff towards student; or student towards staff.

Examples of unacceptable behaviour that will lead to disciplinary action includes but is not limited to:

- exclusion from group work;
- segregation within a group during group work;
- social media posts (anonymous or named) that ridicule, intimidate or in any way cause offence;
- use of language, visual material or physical behaviour that expresses hostility against, or brings into contempt or ridicule another person or persons;
- unwelcome conduct of a sexual nature that is offensive, humiliating or intimidating to any other person;
- offensive comments, including insults, jokes or gestures, open hostility, verbal or physical threats whether verbal or written;
- attacks on the privacy of the individual, for example by putting personal information on social media without their consent;
- unwelcome comments about a person’s sexual orientation or gender identity; and/or
- displays of sexually offensive material, such as emails, posters, pictures, graffiti, screen savers or text messages
Bullying is considered any repeated unreasonable behaviour, in any environment, that is directed towards a person, or group of people that creates a risk to their mental or physical health and safety. This includes cyberbullying.

Cyberbullying is the use of electronic communication to bully, harass or frighten a person, typically by sending messages of an intimidating or threatening nature.

Harassment is unwelcome conduct that is offensive, humiliating or intimidating to any other person and is either repeated, or of such significant nature that it has a detrimental effect on the person, their performance or their work and study environment. It includes racial and sexual harassment.

Direct discrimination occurs when a person is treated less favourably than another person, in the same or similar circumstances, because of a prohibited ground such as their sex, colour, religious belief, race, marital status, ethnic or national origin, family status, ethical belief, sexual orientation, political opinion, age, employment status or disability.

Disputes

1. If a student has an issue with another student, the first response is to try to speak directly with the person or persons involved about the issue.

2. If this is not possible or the issue remains unresolved then approach the lecturer or course coordinator.

3. If raising an issue with the lecturer or course coordinator is not an option, then please contact one of the Department of Marketing’s Undergraduate Coordinators.

If speaking directly with an individual does not produce the required outcome then the University Staff and Student Resolution Process should be followed (see overleaf).
Staff and Student Resolution Process

Staff member with complaint about staff member

Report to line manager or HR

Staff member with complaint about student

Report to academic head or manager

Staff with complaint about staff member

Report to academic head

Student with complaint about staff member

Report to Course Coordinator or Residential Manager (if in University residence)

Student with complaint about student

Resolution of academic dispute process

Initial fact finding and explore options

Options:
1. Facilitated meeting
2. Mediation

Unsubstantiated complaint doesn't meet threshold of policy

Investigation following relevant student or staff disciplinary guidelines

Outcome / resolution and feedback to complainant

No action

Informal

Formal

Conduct matter (involve HR and manager)
**Expected Workload for Students**

Most undergraduate courses are worth 15 points. The University considers that a standard semester course of 15 points should represent around 150 hours of study. Split across 15 weeks (e.g. 12 weeks in the semester, 2 weeks in the mid-semester break, plus 1 week for exam preparation), this means that the average workload per course is around 10 hours per week. A typical weekly workload for a student in a course may look like this: 2 hours of reading/preparing for classes plus 3 hours of class contact time. This leaves 5 hours each week for: revision, research, working on assessments, sitting out-of-class assessments, team work, administrative time etc.

Full-time students generally take four courses per semester, which would result in approximately 40 hours of study-related workload each week. This workload will vary across weeks with some weeks requiring more time (e.g. weeks 6 and 12).

Consider your workload carefully before contemplating extracurricular activities, such as part-time work.

**NOTE:** Inability to submit an assessment on time or attend lectures due to external commitments such as work or sport will not be deemed valid reasons for the purposes of an aegrotat application or special consideration.

Whenever possible, students should prevent ‘last minute’ stress and possible lost marks by planning ahead at the start of the semester.

**Grading**

This is the distribution that students are graded on for undergraduate courses in the Department of Marketing:

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<thead>
<tr>
<th>GRADE</th>
<th>DESCRIPTION</th>
<th>%</th>
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<tbody>
<tr>
<td>A+</td>
<td>Outstanding</td>
<td>90-100</td>
</tr>
<tr>
<td>A</td>
<td>Excellent</td>
<td>85-89</td>
</tr>
<tr>
<td>A-</td>
<td>Approaching Excellence</td>
<td>80-84</td>
</tr>
<tr>
<td>B+</td>
<td>Very good, comfortably meeting expectations</td>
<td>75-79</td>
</tr>
<tr>
<td>B</td>
<td>Good, meets expectations</td>
<td>70-74</td>
</tr>
<tr>
<td>B-</td>
<td>Good, just meets expectations but minor problems</td>
<td>65-69</td>
</tr>
<tr>
<td>C+</td>
<td>Adequate, almost meeting expectations but minor problems</td>
<td>60-64</td>
</tr>
<tr>
<td>C</td>
<td>Adequate, not quite meeting expectations because of problems</td>
<td>55-59</td>
</tr>
<tr>
<td>C-</td>
<td>Just adequate, not quite meeting expectations because of further problems</td>
<td>50-54</td>
</tr>
<tr>
<td>D+</td>
<td>Inadequate, further problems and below expectations</td>
<td>45-49</td>
</tr>
<tr>
<td>D</td>
<td>Inadequate, well below expectations because of major problems</td>
<td>40-44</td>
</tr>
<tr>
<td>D-</td>
<td>Completely inadequate, well below expectations because of major problems</td>
<td>0-39</td>
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</tbody>
</table>

**NOTE:** The grade scales are indicative only. Scaling may be applied.

**Grading of Assessments/Coursework**

Students can expect all mid-semester tests and coursework assignments to be graded and returned within two weeks (unless otherwise specified by the lecturer). Student grades will be viewable on Canvas as soon as they are available. Students should always remember to compare the grades on Canvas with the grades that are written on the test or assignment. Any discrepancies should be reported to the lecturer or tutor as soon as practicable.
Key Contacts – Department of Marketing 2018

Please contact only one person at a time to answer a query

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/ Area of Responsibility</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bodo Lang</td>
<td>Head of Department</td>
<td><a href="mailto:b.lang@auckland.ac.nz">b.lang@auckland.ac.nz</a></td>
</tr>
<tr>
<td>Herbert Sima</td>
<td>UG Coordinator</td>
<td><a href="mailto:h.sima@auckland.ac.nz">h.sima@auckland.ac.nz</a></td>
</tr>
<tr>
<td>Margot Bowker</td>
<td>UG Coordinator</td>
<td><a href="mailto:m.bowker@auckland.ac.nz">m.bowker@auckland.ac.nz</a></td>
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<tr>
<td>Jenny Young</td>
<td>MKTG 151G course coordinator</td>
<td><a href="mailto:jenny.young@auckland.ac.nz">jenny.young@auckland.ac.nz</a></td>
</tr>
<tr>
<td>Rebecca Dolan</td>
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<tr>
<td>Karen Fernandez</td>
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</tr>
<tr>
<td>Catherine Bentham</td>
<td>Frethey-Bentham</td>
<td></td>
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<tr>
<td>Laszlo Sajtos</td>
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</tr>
<tr>
<td></td>
<td>MKTG 202 course coordinator S2</td>
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</tr>
<tr>
<td>Mike Lee</td>
<td>MKTG 301 course coordinator S1</td>
<td></td>
</tr>
<tr>
<td>Doug Carrie</td>
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<td><a href="mailto:msw.lee@auckland.ac.nz">msw.lee@auckland.ac.nz</a></td>
</tr>
<tr>
<td>Catherine Bentham</td>
<td>Frethey-Bentham</td>
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<tr>
<td></td>
<td>MKTG 302 course coordinator S1</td>
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</tr>
<tr>
<td>Yuri Seo</td>
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<tr>
<td>Charlotte Windahl</td>
<td>MKTG 305 course coordinator S1</td>
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</tr>
<tr>
<td>Mike Lee</td>
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</tr>
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<td>Yuri Seo</td>
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</tr>
<tr>
<td>Mike Lee</td>
<td>PG Coordinator S1</td>
<td><a href="mailto:msw.lee@auckland.ac.nz">msw.lee@auckland.ac.nz</a></td>
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</tr>
<tr>
<td>Rod Brodie</td>
<td>MKTG 701 course coordinator</td>
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</tr>
<tr>
<td>Biljana Juric</td>
<td>MKTG 702 course coordinator</td>
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<td>coordinator</td>
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<td>Catherine Bentham</td>
<td>Frethey-Bentham</td>
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<td>Dept. of Marketing Administration</td>
<td><a href="mailto:marketing.admin@auckland.ac.nz">marketing.admin@auckland.ac.nz</a></td>
</tr>
</tbody>
</table>

Tests and the Final Exam

Tests are defined as graded assessments that are individually submitted in a secure environment, normally sat at a specific time, and occur within the 12 week semester (e.g. mid-term tests, individual quizzes, and weekly tests, online secure tests, etc.). They provide an opportunity for students to test their individual knowledge under controlled conditions and allow students to accumulate marks towards passing the course, and practice for the final exam. Students will have the opportunity to learn from the tests, discuss their grade and give and receive feedback from teaching staff.

The final exam (if applicable) is an integral part of each paper and accounts for a large percentage of a student’s final grade. All students must at least attempt to sit the final exam, even if applying for an aegrotat or compassionate consideration. For some courses, failure to sit or pass the final exam may lead to failure of the course.
It is the student's responsibility to be aware of the location, time, and date of their tests and final exams.

If a student has a permanent or temporary disability, or other circumstances apply that may necessitate special circumstances for the test/exam (e.g. a longer test time, or a separate testing room), please advise the course coordinator and make an appointment to discuss the circumstances and assistance required with Student Equity prior to the test/exam so that alternate arrangements can be made.

Students who are unable to attend tests or final exams because of ill-health or bereavement reasons, may apply for an aegrotat or for compassionate consideration (see the University Calendar/Examination Regulations for the relevant procedures).

Tests and Final Exam Aegrotat Applications

Students should be aware that aegrotat applications must be submitted within 7 days after the test/exam. There is a non-refundable fee for each aegrotat application.

Note: Acceptable reasons for not sitting tests/exams include documented, unexpected illness of oneself or dependent(s), incarceration and bereavement. Reasons such as going on vacation; sporting or external work commitments; getting the date, room and/or time of test/exam wrong etc. are not acceptable reasons.

Final Exam Grading Queries

Students who wish to query their final exam and/or final grade must do so through the appropriate channels (for the procedure see the University Calendar/Examination Regulations). Students can only apply for a recount (not a remark) of an exam.

Students are requested NOT to contact teaching staff directly regarding final examination grades, scaling, questions, or marking. Teaching staff are not able to discuss any information regarding final exams with individual students. Any queries should be directed to the University Examinations Office.

Finally, students are not permitted to request for grades to be scaled up even if they are less than 1 mark from the next grade up. ALL scaling decisions are discussed during the Examiners' Meeting and based on the entire cohort's performance. No individual students are ever given special treatment.
## Useful Links

<table>
<thead>
<tr>
<th>Topic</th>
<th>URL</th>
</tr>
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<tbody>
<tr>
<td>Aegrotat – AS-46 aegrotat application for intra-semester tests</td>
<td><a href="https://cdn.auckland.ac.nz/assets/auckland/students/academic-information/exams-and-final-results/during-your-exams/as-46-application-for-aegrotat-or-compassionate-consideration-for-written-test.pdf">https://cdn.auckland.ac.nz/assets/auckland/students/academic-information/exams-and-final-results/during-your-exams/as-46-application-for-aegrotat-or-compassionate-consideration-for-written-test.pdf</a></td>
</tr>
</tbody>
</table>
**Attachment 1:**

**Department of Marketing**  
**Special Consideration for Missed Coursework Form**

**Note:** This form CANNOT be used for a **test or exam** (i.e. a mid-semester test or final exam). For that, there is a separate [aegrotat application process](#) that is managed by Examinations through the University Health and Counselling Services.

<table>
<thead>
<tr>
<th>Date Of Application:</th>
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<tbody>
<tr>
<td>Course Number:</td>
<td></td>
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<tr>
<td>Course Name:</td>
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<tr>
<td>Student Name:</td>
<td></td>
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<tr>
<td>Student ID Number:</td>
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<tr>
<td>Student Email:</td>
<td></td>
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<tr>
<td>Title of Missed Coursework:</td>
<td></td>
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<tr>
<td>Date Of Missed Coursework:</td>
<td></td>
</tr>
<tr>
<td>Grade or % of Missed Coursework</td>
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</tbody>
</table>

An aegrotat for graded coursework may also be applied for by a student via a written request to their course coordinator. If approved, the changed grade is then applied directly by the relevant department into Canvas.

In Marketing, this is referred to as special consideration.

**Special consideration** refers to other circumstances of a significant, exceptional or unforeseen nature that may hinder a student from effective preparation, submission or participation in assessments, assignments, group work or any other graded coursework.

Reason for missing coursework (please tick one):

- □ Bereavement (including attending a funeral)
- □ Jury Duty
- □ Representing NZ in competition
- □ Representing the University in competition
- □ Unexpected or serious personal ill health
- □ Unexpected or serious ill health of a dependent (relationship to student: ____________)
- □ Other: __________________________________________________________________________

1 of 2
Statement of Circumstances:

If space insufficient please add additional pages.

Attach all evidence to support application to this form. Further details or evidence may be requested by course coordinator to determine veracity of application.

Note:

1. If you are applying due to medical reasons, you should attach a doctor’s, dentist’s or counsellor’s certificate.

2. If you are applying due to other reasons, you should attach any evidence that will support your case (e.g. death certificate, official invitation, jury summons etc.).

3. For other special circumstances, e.g. accidents or other adverse events, the determination will be made by the course coordinator as to whether or not these were exceptional or unforeseen circumstances that were beyond a student’s reasonable control.

You must submit this application within 5 working days of the appropriate due date. You can either email your application to the Group Services Administrator at: marketing.admin@auckland.ac.nz or, you can email your course coordinator directly.

The following list describes the types of situations for which applications will NOT be approved:

- **Internet connection was down or slow:** internet connection is always available on campus.

- **Poor time management:** ‘Stuff happens’ and leaving things until the last possible moment means that you have no ‘wiggle room’ when unexpected events do occur.

- **Other personal work or travel or sporting commitments:** The University expects you to prioritise your University study and to plan your other life commitments accordingly. To be fair to all students, there are only rare cases where exceptions can be approved, e.g. if you are representing the University and/or New Zealand at the highest level at an international competition.