DEPARTMENT OF COMMUNICATION, JOURNALISM AND MARKETING

HANDBOOK

2009
Tihei mauri ora!

E ngā mana, e ngā reo,
E ngā karangatanga maha,
Tēnā koutou.

Tēnā koutou i te āhuatanga o te whai mātauranga;
Otitā i te āhua o rātou kua whetūrangitia,
Haere atu rā koutou, takoto, e moe.

Kāti! Ko tātou ngā kanohi ora o rātou mā
Tēnā anō tātou.

E kī ana te kōrero:
“Nāu te rourou, nāku te rourou, ka ora te iwi”
Kainga rawahia ngā hua o te mātauranga,
Hei oranga mō tātou katoa.

Tēnā koutou, tēnā tātou katoa.

Behold the breath of life!

To those who carry the honour, to those who convey the spoken word,
To those who descend from many genealogical lines,
Greetings to you all.

Welcome in your pursuit of knowledge;
We pay our respects to those who have become stars in the heavens,
We bid you farewell, and eternal rest.

Enough! We are the living expressions of those who have passed,
Greetings and salutations to us all.

A proverb states:
“With your food basket, and my food basket, the people will thrive”
Let us partake in the fruits of knowledge,
So that we may all prosper.

Greetings to you, and to us all.
From the Head of Department

The Massey University College of Business Mission is to create leaders and transform business.

We interpret this via the well-known whakatauki: Ko te kai a te rangatira, he korero.

Literally, this proposes that communication is the food of chiefs. Through our teaching and research we explore the diverse ways in which leadership depends and thrives on excellence in communication.

In this Department you can choose from a variety of programmes and an extensive array of courses. These provide you with insights into how people at work and in the community develop themselves and those who work with them, and achieve important personal, economic and social outcomes. Through what you learn and then apply in real settings you will advance and transform your organisations, whether public or private sector or community based.

The Department sees itself as a can think, can do enterprise. By studying with us you develop yourself for work in fast-expanding areas of communication, marketing and media, for postgraduate studies in communication and marketing, and for life as a valued and contributing citizen.

Frank Sligo PhD
Associate Professor
Head,
Department of Communication, Journalism & Marketing
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The information contained in this publication is indicative of offerings available in 2009. This information is correct at the time of printing, but may be subject to change. While all reasonable efforts will be made to ensure listed courses are offered and regulations are up to date, the University reserves the right to change the content of method of presentation, or to withdraw any course of study, or impose limitations on enrolments should the circumstances require this.
## Communication, Journalism and Marketing Staff

### Manawatu

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**Website:** [http://communication.massey.ac.nz/](http://communication.massey.ac.nz/)
Communication, Journalism and Marketing at Massey University

Welcome to the Department of Communication, Journalism and Marketing. We hope all the information you need is in this handbook. If not, we have listed contact numbers on page 8. The Department of Communication, Journalism and Marketing combines the expertise of University staff from Massey’s Wellington and Manawatu campuses.

More than thirty staff members, most with extensive business, marketing, communication and journalism experience, teach approximately 30 papers leading to a number of diplomas, degrees and postgraduate programmes. Another strength of the Department is the Graduate Diploma in Journalism, taught by practitioner-academics and with strong links to the news media industry.

Papers offered lead to:

Undergraduate Programmes

- **Bachelor of Business Studies** majors in:
  - Communication Management
  - Marketing
  - Marketing Communication

- **Bachelor of Communication** majors and minors in:
  - Communication Management
  - Expressive Arts
  - International Language minor (new for 2009)
  - Journalism Studies
  - Linguistics
  - Marketing Communication
  - Media Studies
  - Public Relations

- **Graduate Diploma in Business Studies** endorsed in:
  - Communication Management
  - Marketing
  - Public Relations

Journalism Programmes:

- **Graduate Diploma** in Journalism
- **Graduate Diploma** in Journalism Studies

Postgraduate Programmes:

- **Bachelor of Business Studies with Honours** in:
  - Communication Management
  - Marketing

- **Postgraduate Diploma in Business Administration** endorsed in:
  - Communication Management
  - Marketing

- **Master of Business Studies** majoring in:
  - Communication Management
  - Marketing

- **Master of Management** majoring in:
  - Communication Management

- **PhD** in:
  - Communication
  - Marketing

Papers are offered on the Wellington and Manawatu campuses and also by distance (Extramural) mode. You can find details of the options available for papers that interest you in the paper descriptions further on in this handbook.

We pride ourselves on teaching courses that are relevant and practical, with a strong theoretical foundation. We work at being student-centred and believe that your learning has a high priority. At the same time, an active research programme underpins our teaching and supports postgraduate research projects.
Enrolment Advice

For Undergraduate Programmes
Wellington, Manawatu and Extramural

Call: Palmerston North: Christine Morrison
Ph: 06 356 9099 extn 81389
Email: C.Morrison@massey.ac.nz

Wellington: Nicky McInnes
Ph: 04 801 5799 ext 62280
Email: N.McInnes@massey.ac.nz

For Journalism Programmes
Wellington and Extramural

Call: Wellington: Nicky McInnes
Ph: 04 801 5799 ext 62280
Email: N.McInnes@massey.ac.nz

For All Postgraduate Programmes
Wellington, Manawatu and Extramural

Call: Palmerston North Sharon Benson
Ph: 06 356 9099 ext 2363
Email: S.Benson@massey.ac.nz

For Other programmes/endorsements

Call: 0800 MASSEY (0800 627 739)
www.massey.ac.nz

Communication, Journalism and Marketing Website

We encourage you to visit our Department website. All our papers and programmes can be found here, along with staff profiles, research, news, guest speakers, advice on careers – to name just a few items.

http://communication.massey.ac.nz
English Language Requirements for International Students

**Undergraduate**
TOEFL 550, TWE 4.0 (paper-based test) or 213, Essay Rating 4.0 (computer-based test), or,
Academic IELTS 6.0 (with no band less than 5.5)

**Postgraduate**
TOEFL 575, TWE 4.0 (paper-based test) or 232, Essay Rating 4.0 (computer-based test), or,
Academic IELTS 6.5 (with no band less than 6.0)

**Exceptions to the above required English levels are:**
Journalism - IELTS 7.0 overall

**Getting Help**
Independent confidential advice on any matter is available from the University’s Student Counselling Service. The Head of Department and other members of the teaching staff are also happy to give advice on academic and other matters.

The University has grievance procedures for resolving disputes. Under this procedure disputes can be investigated by an independent person. There is also a special procedure for investigating allegations of sexual or other forms of harassment. Information about these procedures is available from the Students' Association, or the Student Counselling Service, and may be found on the Department notice board.

**Kaitautoko Maori: Maori Student Support**
Tracey Hepi-Eparaima is the Maori Student Advisor for the College of Business. Her primary role is to give support and assistance to Maori students.

She can be contacted on phone (06) 350 5799 extn 7245, fax (06) 350 5608, or email Kaitautoko.Business@massey.ac.nz
Prizes

Pearson Prizes

The Pearson Prizes in Marketing are awarded each semester to the students receiving the highest marks in a range of undergraduate and postgraduate marketing papers. Both internal and extramural students studying through the Manawatu Campus are eligible for the prizes. The prize in each paper is a textbook of the student’s choice from the Pearson textbook catalogue. The winners are advised after marks are finalised at the end of each semester.

Pro-Chancellor’s Prizes in Speech Writing

The Massey University Pro-Chancellor, Stephen Kós QC, sponsors two student prizes in speech writing. The prizes of $200 each are awarded to the top students in 219.310 Speech Writing. The awards are given annually, to the top extramural student and the top internal student in the course.

Top Students

The Department of Communication, Journalism and Marketing strongly believes in celebrating success, which is why we celebrate our “Top Students” in each paper for Semesters One and Two. Both internal and extramural students studying through the Manawatu Campus are eligible for these awards.

The “Top Students” awards are given to both internal and extramural students who have achieved an ‘A’ grade for the paper they are studying, marking a high level of academic achievement and understanding. Recognition is also given to the student receiving the highest mark in each paper, being named “Top of the Top”.

Stuart Wildon, winner of the Pro-Chancellor’s Prize in Speech Writing (extramural) receiving his prize from Dr Heather Kavan (July 2008).
Postgraduate Grants

The International Association of Business Communicators (IABC)

The International Association of Business Communicators (IABC), Wellington chapter, each year offers three free student memberships to postgraduate communication students for research projects carried out in collaboration between Massey and the IABC. A student membership will provide you with a wealth of resources and the opportunity to network with communication professionals and students locally and around the world. Please contact A/Prof Frank Sligo for more information.

Career Opportunities

Social changes in the last ten years mean that a growing number of organisations recognise the importance of employing professional communicators and marketers. Communication and marketing are areas of increasing opportunity for young graduates. Perhaps, more importantly, no matter what career you enter, employers are looking for workers who can communicate well. Communication and marketing skills make a vital difference in your application and job interview, and also facilitate career advancement and opportunities.

Communication and marketing graduates take up a wide variety of work, from trainee positions in large government and business organisations to positions of responsibility in small businesses. Others specialise in industry-specific work such as advertising agencies and specialist marketing companies.

Past graduates have joined departments in the public and private sector, entered advertising, marketing and public relations companies, while a number have gone on to further specialised training in related areas.

Working in a degree-related field is also a good basis for postgraduate study in communication, journalism or marketing by thesis.

Careers and fields in business that incorporate written, oral and organisational communication skills can include: news media, public affairs, speech writing, copy writing, mediation, public relations, communication management, publishing and editing.

Careers and fields in business that incorporate marketing analysis, strategy and research include: account management, local and central government departments, corporate environments and businesses of any size looking at development and expansion.

Communication Internship

Our Communication Internship programme and Graduate Diploma in Journalism are both highly vocationally oriented. The Internship programme gives a ‘real life’ business experience to its graduates through a work placement and research report. Each year, about 90 per cent of the graduates of the Graduate Diploma course obtain employment in the journalism or communications fields, with the remainder usually pursuing further education or travelling.

Both Communication and Marketing students are eligible for internships, with many public and private sector organisations, along with community-based enterprises, serving as Internship hosts.
Students in Action

During 2008 communication students from the Department provided media services for the Manawatu Turbos (rugby), YoungHeart Manawatu (football) and The Manawatu Jets (basketball).

The experiences gained by this are highly valuable and vocationally relevant, and include media and web writing, video production, giving media interviews and media liaison.

The Department has special Media Centres where students work when producing material for publication. The video production suites are equipped with all the current technologies needed for quality production.

Many of the students who have engaged in the extra activities have used their experiences to leverage themselves into relevant professional work upon graduation.

Public relations students create interesting and relevant campaigns as part of their course.

A campaign created by our students won the 2007 Cycle-Friendly Award for Best Cycling Promotion sponsored by Sport and Recreation New Zealand. In so doing, they beat several professional public relations teams, showing the quality of their work.
All internally-enrolled students taking 219.209 Public Relations Practice create and deliver an event either for their classmates or for the wider campus, in order to prepare for event management and communication roles within a public relations career.

In 2008, public relations students at Massey University Wellington worked with the New Zealand Blood Service (NZBS) as part of a class assignment to recruit young blood donors aged 16 to 25. The students organised the most successful blood typing event NZBS has ever run in Wellington, with more than 140 students blood-typed in two hours.

This event was followed by an on-campus blood collection, where 54 donations were made. As every person who makes a blood donation can save up to three lives, Massey students and donors helped save up to 162 lives. The public relations students also recruited 41 new youth donors for NZBS.

Lesley Fazakerley, Team Leader Donor Recruitment for NZBS Wellington, says "Currently only 4 per cent of New Zealanders aged 16-plus donate blood. However, more than 80 per cent of New Zealanders will need blood or blood products in their lifetime.

"We are thrilled with the results of the Massey campaign. NZBS has identified the youth segment as essential to our strategic goal of increasing the supply of donors. Recruiting 41 new youth donors was an outstanding result. "Working with the students at Massey gave us an excellent opportunity to raise awareness of NZBS and recruit youth donors to become donors for life."

Massey public relations student Claire Lord says "We chose NZBS as our client because the work they do has a huge impact on our community. It doesn't get more real than working with an organisation that helps save dozens of lives every day. One day the lives they save could be ours."

219.209 Public Relations Practice is a second-year paper taught by the Department in Semester One (see page 49).
ACADEMIC JOURNALS

Marketing Bulletin (ISSN 1176-645X)

http://marketing-bulletin.massey.ac.nz/

The Marketing Bulletin is an on-line refereed academic marketing journal that provides a forum for reporting research and disseminating ideas relating to the theory and practice of marketing and marketing research. The Marketing Bulletin is listed in the Australian Department of Education, Science and Training’s (DEST) Register of Refereed Journals and is edited by Dr Mike Brennan, Senior Lecturer in the Department.

This site provides access to the full text (PDF format) of all of the articles published in the Marketing Bulletin to date. In addition to the traditional articles, a special feature of the Marketing Bulletin is the Technical Notes section, which provides access to user-oriented software and information for various marketing applications.

Please feel free to browse the site: http://marketing-bulletin.massey.ac.nz/

PRism On-line PR Journal

http://praxis.massey.ac.nz/prism_on-line_journ.html

PRism (ISSN 1448-4404) is a free-access, on-line, peer-refereed public relations and communication research journal. It was established in 2002 to meet the need for readily available, quality controlled public relations and communication research materials online, and published its first issue in 2003.

PRism is supported by a diverse and distinguished editorial board comprising 50 international academics with extensive scholarly and practical public relations and communication expertise. Board members are particularly dedicated to the support and encouragement of new scholarship in public relations and communication, through detailed and constructive refereeing. Each PRism issue contains full-length refereed scholarly articles, shorter non-refereed commentary pieces, and a range of book reviews, opinion pieces, and/or conference reports.

PRism was founded by Dr Elspeth Tilley, Senior Lecturer in Communication at our Wellington campus. Elspeth continues her involvement in PRism as the site coordinator, along with her teaching and research roles.

Please feel free to browse the site: http://praxis.massey.ac.nz/prism_on-line_journ.html
Plagiarism

Plagiarism, the passing off of another's work as your own, is regarded most seriously by the University. The policy is that assignments, essays, reports, research studies and papers submitted as part of course requirements must be either:
(a) your original effort or
(b) properly attributed by footnotes or other means to the appropriate sources.

Plagiarism includes copying another student's work or submitting as your own an assignment, essay or report which is substantially based on another student's work.

Where there is clear evidence of plagiarism, all of the parties involved will be penalised by receiving no marks for the piece of work concerned. This means you should not allow other students to borrow your disks. More serious penalties, such as failure in a whole paper or exclusion from the University, may be imposed for repeated offences or other serious transgressions of this policy.

Assignments

Please place your assignments for courses taught on the Manawatu or Wellington campus in the local assignment boxes.

Extramural assignments must be posted, faxed or emailed (if you are overseas) to the National Student Administration and Teaching Support (NSATS), where their receipt will be registered. They should not be sent directly to the Department. They must be received or postmarked on or before the due date.

The Department expects assignments to be submitted by the due date. Assignments submitted after the due date will be subject to a penalty, to ensure fairness to the majority of students who do submit their assignments on time.

There may be occasions when, due to unforeseen circumstance, you are unable to complete an assignment on time. If this happens, you should contact your paper controller or their administrative assistant before the due date. It may be possible to arrange an extension; however if in our view the circumstances were foreseeable, an extension will not be granted.

Policy on Publication of Student Work

1. The Department’s aim is to publish good student work wherever possible.
2. Where necessary, the Department may edit or rewrite student work to bring it to a standard acceptable for publication.
3. Where staff members are involved in substantial editing or rewriting of student work, or where their supervision of a piece of student research has been substantial, the staff member is entitled to claim joint authorship.
4. Whenever student work is published, the student concerned must receive appropriate credit for the work he or she has done.
5. A student who is listed as an author of a published paper should be sent a copy of the paper so that he or she can have it included in a curriculum vitae.
6. A student who does not wish to be included as one of the authors of a publication based on his or her work has the right to make this known when the piece of work is submitted for grading.
7. Where students are involved in confidential projects, staff members always respect any confidentiality agreement made between a student and a third party.

Time required for study
We expect that an average student will need to spend about 12-15 hours a week working on a single semester paper. These are averages over the academic year, and do not include contact courses for extramural students.
Undergraduate Programmes and Papers
Undergraduate Programmes

- **Bachelor of Business Studies** majors in
  - Communication Management
  - Marketing
  - Marketing Communication

- **Bachelor of Communication** majors/minors in:
  - Communication Management
  - Expressive Arts
  - International Language minor (new for 2009)
  - Journalism Studies
  - Linguistics
  - Marketing Communication
  - Media Studies
  - Public Relations

- **Graduate Diploma in Business Studies** endorsed in:
  - Communication Management
  - Marketing
  - Public Relations

**Journalism Programmes:**

- **Graduate Diploma** in Journalism
- **Graduate Diploma** in Journalism Studies

**Paper Information and Internal Timetables**

On the following pages you will find descriptions for all of our undergraduate papers. The information provided is correct at time of publication. Further information can be found on our Department website under Papers and Programmes:


To find out times, dates and places for internal classes please visit the timetable website:

http://publictimetable.massey.ac.nz/
Bachelor of Business Studies (BBS)

Major in Marketing
Major in Marketing Communication

Taught at Manawatu, Wellington and Extramurally, this course of study consists of papers totaling at least 360 credits (i.e., 24 x 15 credit papers).

- 8 BBS core papers (120 credits)
- 6 Marketing/Marketing Communication major papers (90 credits)
- 10 Elective papers (150 credits), at least 30 credits at 300-level must be from the BBS schedule and at least 30 credits from outside the College of Business
- No more than 180 credits at 100 level, at least 75 credits at 300 level

Eight BBS core papers (120 credits)

115.101 Statistics for Business
115.102 Accounting
115.103 Legal & Societal Environment of Business
115.104 Principles of Marketing
115.105 Fundamentals of Finance
115.106 Economics
115.107 Management Information Systems
115.108 Organisations and Management

Marketing major papers (90 credits)

156.231 Marketing Management
156.232 Consumer Behaviour
156.233 Marketing Research
156.331 Marketing Strategy
156.333 Market Analysis
156.334 Marketing Planning

Marketing Communication major papers (90 Credits)

156.231 Marketing Management
156.232 Consumer Behaviour
156.234 Advertising and Promotion
156.331 Marketing Strategy
156.334 Marketing Planning
219.305 Public Relations Management

Ten Elective papers (150 credits)

At least two electives (30 credits) must be at 300-level from the BBS schedule and at least two of these papers (30 credits) must be from outside the College of Business.

Prerequisites for a Marketing Major

Students intending to major in Marketing need to be aware of certain prerequisite requirements which could affect your ability to complete a BBS in three years.

In your first year, you must pass 115.104 Principles of Marketing (formerly 156.100). You must also pass the 100-level core paper in Statistics 115.101 / 161.110, before taking 156.333 Market Analysis. To complete the Marketing major you should pass all of your 200-level papers in your second year.

The Marketing Communication major can be completed in one year, as the 200-level papers are in Semester One, and 300-level papers are in Semester Two of the same academic year.
**Bachelor of Business Studies (BBS):**
**Major in Communication Management**

Taught at Manawatu, Wellington and Extramurally, this course of study consists of papers totaling at least 360 credits (i.e., 24 x 15 credit papers).

- 8 BBS core papers (120 credits)
- 6 Communication Management major papers (90 credits)
- Elective papers (150 credits), at least 30 credits at 300-level must be from the BBS schedule and at least 30 credits from outside the College of Business
- No more than 180 credits at 100 level, at least 75 credits at 300 level

**Eight BBS core papers (120 credits)**

115.101  Statistics for Business
115.102  Accounting
115.103  Legal & Societal Environment of Business
115.104  Principles of Marketing
115.105  Fundamentals of Finance
115.106  Economics
115.107  Management Information Systems
115.108  Organisations and Management

**Six Communication Management major papers (90 credits)**

Three papers (45 credits) from:

- 219.202  Professional and E-Business Writing
- 219.204  News Media Processes
- 219.205  Professional Presentations in Business
- 219.206  Managing Communications Technology
- 219.209  Public Relations Practice
- 219.231  Introduction to Journalism

Three papers (45 credits) from:

- 219.302  Gender and Communication in Organisations
- 219.303  Organisational Communication
- 219.304  Cross-Cultural Communication
- 219.305  Public Relations Management
- 219.307  Interpersonal Communication

**Ten Elective papers (150 credits)**

At least two electives (30 credits) must be at 300-level from the BBS schedule and at least two of these papers (30 credits) must be from outside the College of Business.

**BBS with a double major**

You can also complete your BBS with a double major, for example a Marketing Communication major and one other major in the BBS degree. The double major requires at least six 300-level papers in the 3 year programme.

- 8 BBS core papers (120 credits)
- 2 six-paper majors (180 credits)
- 2 non-business electives (30 credits)
- 2 elective from the BBS schedule (15 credits)

Where there is one paper in common between two chosen majors you are required to choose a replacement paper of at least the same credits value at the same or higher level in the same disciplinary prefix. A double major combination cannot have two or more common papers.
Paula Groube  
Administration Team Leader, Regional Facilities Management

Bachelor of Business Studies  
Major: Communication Management

“Majoring in Communication Management for my BBS proved to be a major turning point in my career. My previous thoughts about career options were thrown out the window and a whole new world opened up for me. In particular I found the practical components of the papers invaluable, they helped build and reinforce what was being taught. The range of papers offered by the Department has enabled me to build a comprehensive toolkit of skills and knowledge. I also appreciated the support and guidance of Departmental staff. I am using the communication skills I learned at Massey every day and look forward to every new challenge with confidence.”

Sarah Cushing  
Communication Advisor, Inland Revenue, Wellington

Bachelor of Business Studies Graduate 2006  
Major: Communication and Management

I started working at the IRD part-time while studying. Being in a strategic large public sector organisation meant that I had real life examples to use when studying and most of the topics covered in papers I could relate back to my job. In my second year of study I went down to the National Office in Wellington and worked in IRD’s communications department. This gave me an insight into the type of work I could end up doing and made me realise that I was doing the right degree.”
Bachelor of Business Studies

A Typical Course of Study

<table>
<thead>
<tr>
<th>Year One (Core)</th>
<th>Year Two</th>
<th>Year Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>115.101 Statistics for Business</td>
<td>200-level Major paper</td>
<td>300-level Major paper</td>
</tr>
<tr>
<td>115.102 Accounting</td>
<td>200-level Major paper</td>
<td>300-level Major paper</td>
</tr>
<tr>
<td>115.103 Legal &amp; Societal Environment of Business</td>
<td>200-level Major paper</td>
<td>300-level Major paper</td>
</tr>
<tr>
<td>115.104 (formerly 156.100) Principles of Marketing</td>
<td>Elective paper 200 or 300-level</td>
<td>Business Elective paper 300 level</td>
</tr>
<tr>
<td>115.105 Fundamentals of Finance</td>
<td>Elective paper 200 or 300-level</td>
<td>Business Elective paper 300 level</td>
</tr>
<tr>
<td>115.106 Economics</td>
<td>Elective paper 200 or 300-level</td>
<td>Elective paper 200 or 300-level</td>
</tr>
<tr>
<td>115.107 Management Information Systems</td>
<td>Elective paper 100, 200 or 300-level</td>
<td>Elective paper 100, 200 or 300-level</td>
</tr>
<tr>
<td>115.108 Organisations and Management</td>
<td>Non-Business Elective paper 100, 200 or 300-level</td>
<td>Non-Business Elective paper 100, 200 or 300-level</td>
</tr>
</tbody>
</table>

Most papers are 15 credits each

| Compulsory papers – 120 credits               |
| Major papers – 90 credits                    |
| Elective papers – 150 credits                |
Bachelor of Communication (BC)

- Major in Communication Management, Journalism Studies, Marketing Communication or Public Relations from the College of Business;
- Major in Expressive Arts, Linguistics or Media Studies from the College of Humanities and Social Sciences;
- Minor in International Languages (one of Chinese, French, German, Japanese or Spanish) from the School of Language Studies.

The Bachelor of Communication is offered jointly from the College of Business and the College of Humanities and Social Sciences. It brings together diverse perspectives on communication and media from these two Colleges.

The BC is available at Albany, Manawatu and Wellington campuses, as well as extramurally. Not all majors and minors are available on each campus. You need to take careful note of which papers and majors are offered at each campus and design your course of study accordingly. Some students will either adapt their study plans so that they take whatever courses are available at their preferred campus, or else will take part of their degree by extramural (distance) study.

This course of study consists of papers totalling at least 360 credits (i.e., 24 x 15 credit papers):
- 8 BC core papers (120 credits)
- 8 papers from your chosen major from one College (120 credits)
- 4 papers from your chosen minor from the other College (60 credits)
- 4 elective papers (60 credits)
- No more than 165 credits at 100-level and at least 75 credits at 300-level.

Major
The major comprises up to 60 credits of 200-level papers and at least 60 credits at 300 level. The papers for the major must be selected from papers listed under any one of the major schedules as listed in this handbook.

Minor
You select your minor from any one of the majors offered by the College not offering the chosen major, and it comprises 60 credits. In other words, if you choose a major from the College of Business, you then choose your minor from the list of majors in the College of Humanities and Social Sciences. If you choose a major from the College of Humanities and Social Sciences, you then choose your minor from the College of Business.

Electives
You can choose your four elective papers from any undergraduate degree programmes within the University.
Eight BC core papers (120 credits)

- 115.107 Management Information Systems
- 139.123 Creative Writing
- 154.101 Introduction to Media Studies
- 172.131 Language and Communication
- 219.100 Introduction to Business Communication
- 219.101 Media Skills
- 219.107 Introduction to Cross-Cultural Communication
- 230.100 Written Communication

Communication Management major (College of Business)

- 219.202 Professional and E-Business Writing
- 219.204 News Media Processes
- 219.205 Professional Presentations in Business
- 219.206 Managing Communications Technology
- 219.209 Public Relations Practice
- 219.299 Special Topic in Communication and Journalism
- 219.302 Gender and Communication in Organisations
- 219.303 Organisational Communication
- 219.304 Cross-Cultural Communication
- 219.307 Interpersonal Communication
- 219.310 Speech Writing
- 219.311 Communication Internship
- 219.399 Special Topic in Communication and Journalism

Journalism Studies major (College of Business)

- 219.204 News Media Processes
- 219.231 Introduction to Journalism
- 219.232 Feature Writing and Freelancing
- 219.234 Writing, Sub-Editing and Publishing
- 219.305 Public Relations Management
- 219.311 Communication Internship
- 219.335 Media Law and Ethics
- 219.336 Investigative Reporting
- 219.337 Contemporary Issues in Global Journalism
- 219.338 Environment and Science Journalism
- 219.339 History of Journalism

Marketing Communication major (College of Business)

- 156.231 Marketing Management
- 156.232 Consumer Behaviour
- 156.234 Advertising and Promotion
- 156.235 Marketing Communications
- 219.202 Professional and E-Business Writing
- 219.209 Public Relations Practice
- 156.331 Marketing Strategy
- 219.304 Cross-Cultural Communication
- 219.305 Public Relations Management
- 219.307 Interpersonal Communication
- 219.311 Communication Internship
- 219.335 Media Law and Ethics

Public Relations major (College of Business)

- 219.202 Professional and E-Business Writing
- 219.204 News Media Processes
- 219.209 Public Relations Practice
- 219.231 Introduction to Journalism
- 219.305 Public Relations Management
- 219.309 International Case Studies in Public Relations
- 219.311 Communication Internship
- 219.335 Media Law and Ethics
Expressive Arts major (College of Humanities & Social Sciences)
139.209 Speaking Theory and Practice
139.223 Creative Processes
139.224 Experimental Theatre
139.225 Writing for Children
139.226 Life Writing
139.229 Writing Poetry: Love, Loss and Looking Around
139.303 Modern Drama
139.323 Media Script Writing
139.326 Travel Writing
139.329 Advanced Fiction Writing
139.374 Tragedy
154.204 Media Practice I
154.304 Media Practice II

Media Studies major (College of Humanities & Social Sciences)
139.376 Sexual/Textual Politics
154.201 Television Studies
154.202 Advertising and Society
154.203 Cultural Politics and the Media
154.204 Media Practice I
154.205 Popular Music Studies
154.206 Topics in Film History
154.211 Media and the Environment
154.212 New Zealand Cinema
154.222 The Art of the Film
154.228 Media History
154.301 Cultural Studies and the Media
154.302 Sexuality, Race and the Media
154.303 Hollywood Cinema
154.304 Media Practice II
154.308 Screen Fictions
154.309 Communications and Culture
154.310 Visual Culture and the Electronic Image
154.311 Working with New Media: Histories, Technologies, Practices

Linguistics major (College of Humanities & Social Sciences)
172.231 Linguistics for Speech Therapists
172.232 Language and Society
172.233 Language Learning Processes
172.234 Phonetics
172.235 Linguistic Analysis
172.236 Forensic Linguistics
172.237 Language, Discourse and Power
172.331 Phonology
172.334 Field Methods
172.335 Language and Identity
172.336 Languages of the Pacific

New from 2009

The BC now offers an International Language minor (Manawatu campus and Extramural [distance education] only) in any one of: Chinese, French, German, Japanese or Spanish. This minor can be taken with any one of the four College of Business majors (Communication Management, Journalism Studies, Marketing Communication, or Public Relations).
### Bachelor of Communication:
#### A Typical Course of Study

<table>
<thead>
<tr>
<th>Year One (Core)</th>
<th>Year Two</th>
<th>Year Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>230.100 Written Communication</td>
<td>200-level Major paper</td>
<td>300-level Major paper</td>
</tr>
<tr>
<td>139.123 Creative Writing</td>
<td>200-level Major paper</td>
<td>300-level Major paper</td>
</tr>
<tr>
<td>154.101 Intro to Media Studies</td>
<td>200-level Major paper</td>
<td>300-level Major paper</td>
</tr>
<tr>
<td>115.107 Management Information Systems</td>
<td>200-level Major paper</td>
<td>300-level Major paper</td>
</tr>
<tr>
<td>172.131 Language and Communication</td>
<td>200-level Minor paper</td>
<td>300-level Minor paper</td>
</tr>
<tr>
<td>219.100 Intro to Business Communication</td>
<td>200-level Minor paper</td>
<td>300-level Minor paper</td>
</tr>
<tr>
<td>219.101 Media Skills</td>
<td>Elective paper</td>
<td>Elective paper</td>
</tr>
<tr>
<td>219.107 Intro to Cross-Cultural Communication</td>
<td>Elective paper</td>
<td>Elective paper</td>
</tr>
</tbody>
</table>

**Compulsory papers – 120 credits**

**Major papers – 120 credits**

**Minor papers - 60 credits**

**Elective papers – 60 credits**
Emma Carter  
*Public Relations Consultant – Exeltium Ltd*

**Bachelor of Communication Graduate 2006**

Major: Communication Management/Journalism Studies  
Minor: Media Studies

I chose the Bachelor of Communication for its communication focus. The support and encouragement from the staff was great. It’s nice to be known by name and not as a number. The programme had excellent opportunities for practical experience, which made me better equipped for the working world. The varied nature of the degree meant that I wasn’t stuck in a box and I have great career choices.

Lisa Searle  
*Marketing Promotions Specialist, BP Oil (NZ) Ltd, Wellington*

**Bachelor of Business Studies (Hons) Graduate 2005**

Major: Marketing and Communication Management

I joined BP through their graduate programme in 2005. The key advantage of being on this formal graduate programme is the ability to work and interact with many different areas of the business and having the support of management via mentoring. I have worked solely in the retail marketing team as Marketing Coordinator and have recently moved into a Marketing Promotions Specialist role.

I enjoy being able to bring to life the theory that I learned from my business degree, and apply it in practice. In particular working on the launch campaign for Wild Bean Café at the beginning of 2005 was a highlight, as this really showed me a 360 degree communications campaign in action, and how marketing can be used to gain fantastic results for the business. It is always great to see a commercial, billboard or other communication in the market that you have helped to develop!
Graduate Diploma in Business Studies
Endorsed in Communication Management, Marketing or Public Relations

Taught at Manawatu, Wellington and Extrakurally.

Endorsed in Communication Management
60 credits (four 15 credit 200-level papers) from:
219.202 Professional and E-Business Writing
219.203 Business Communication
219.204 News Media Processes
219.205 Professional Presentations in Business
219.206 Managing Communications Technology
219.209 Public Relations Practice
219.231 Introduction to Journalism

60 credits (four 15 credit 300-level papers) from:
219.302 Gender and Communication in Organisations
219.303 Organisational Communication
219.304 Cross-Cultural Communication
219.305 Public Relations Management
219.307 Interpersonal Communication
219.310 Speech Writing

Endorsed in Marketing
All of (60 credits):
156.231 Marketing Management
156.232 Consumer Behaviour
156.233 Marketing Research
156.331 Marketing Strategy

And 30 credits from:
156.333 Market Analysis
156.334 Marketing Planning

and another 30 credits of which at least 15 credits must be above 200-level

Endorsed in Public Relations
All of (45 credits):
219.204 News Media Processes
219.209 Public Relations Practice
219.305 Public Relations Management

and 15 credits (one 200-level papers) from:
156.200 Marketing for Non-Marketers
219.202 Professional and E-Business Writing
219.206 Managing Communications Technology
219.231 Introduction to Journalism

and at least 60 credits (two 300-level papers) from:
219.303 Organisational Communication
219.304 Cross-Cultural Communication
219.307 Interpersonal Communication
219.309 International Case Studies in Public Relations
219.310 Speech Writing
219.335 Media Law and Ethics

Progressing on to a BBS:
You are able to graduate with the GradDipBusStuds and cross-credit up to 45 credits at 200 level towards the BBS. However, when you have passed these papers, and if you decide to study for the BBS and not apply to graduate with the Graduate Diploma, all your 200 and 300-level points can form part of the BBS degree.
Graduate Diploma in Journalism Studies

Taught Extramurally and internally at Wellington and Manawatu.

The Graduate Diploma in Journalism Studies is designed for working journalists who wish to increase their knowledge and skill base in journalism, and for those with a personal or professional interest in journalism. The diploma develops students’ understanding of both theoretical and applied issues in journalism and related areas. The programme builds on and extends the existing knowledge and skills of practising journalists and communication practitioners, as well as persons interested in these disciplines.

Regulations:
1. Before enrolment, candidates shall satisfy the Academic Board that they have the background and relevant experience sufficient to be able to follow the course with a reasonable chance for success.
2. Candidates shall:
   a) be qualified for the award of a university degree or qualification approved for the purpose of these Regulations by the Academic Board or have been admitted to this University under the admission with equivalent status Regulations; or
   b) be granted admission with equivalent status through life or work experience; or
   c) have been credited with at least 120 credits towards a degree and have met Regulation 1.

Every course of study should include: up to 65 credits from 200-level and at least 65 credits from 300-level from the following:

- 219.204 News Media Processes 15 credits
- 219.231 Introduction to Journalism 15 credits
- 219.232 Feature Writing and Freelancing 15 credits
- 219.234 Writing, Sub-Editing and Publishing 15 credits
- 219.305 Public Relations Management 15 credits
- 219.335 Media Law and Ethics 15 credits
- 219.336 Investigative Reporting 15 credits
- 219.337 Contemporary Issues in Global Journalism 15 credits
- 219.338 Environment and Science Journalism 15 credits
- 219.339 History of Journalism 15 credits

Please note:
Students who passed 219.233, 219.333 and/or 219.334 as part of a predecessor qualification, the Graduate Diploma in Applied Journalism, should contact Sharon Benson (S.Benson@massey.ac.nz), in the Department regarding transitional requirements.
MARKETING UNDERGRADUATE PAPERS

100 Level Paper

115.104 Principles of Marketing

(15 credits)

Prescription
An introduction to the concepts and principles of marketing. The paper is designed to develop a basic understanding of market analysis, marketing planning and marketing management.

Notes:
The code for this paper changed from 2009 onwards and was formerly known as 156.100.

Postgraduate students who are seeking an introduction to marketing should consider 156.701 Postgraduate Marketing Management.

Prerequisites Nil

Availability

Semester Two: Manawatu, Wellington and Extramural
Summer School: Extramural

Manawatu
Paper Controller: Dr Terry Macpherson

Wellington
Paper Controller: Mr Balasubramanian Ravi

Extramural
Paper Controller: Dr Terry Macpherson

Learning Outcomes

Students who successfully complete this paper should be able to:

- Demonstrate understanding of marketing terminology and concepts as applied to non-typical (e.g. service, charity, professional, and governmental) markets.
- Identify environmental factors shaping marketing activities.
- Demonstrate knowledge of the major approaches in selecting an organisation’s target market(s).
- Identify the factors influencing buying behaviour.
- Demonstrate understanding of the individual components of a marketing mix formulated to meet a target market’s wants.
- Recognise organisational processes involved in the planning, implementation and control of marketing activities.
- Demonstrate knowledge of ethical factors considered essential to marketing.

Required Text

Manawatu and Extramural:

Wellington:

Assessment

Internal 50%
Final Exam 50%

Coursework consists of tests (internal) or written assignments (extramural)

Extramural contact course

Palmerston North 1st September 2009
Albany 29th August 2009

Attendance is voluntary.
200 Level Papers

156.200 MARKETING FOR NON-MARKETERS
(15 credits)

Prescription
An introduction to marketing management, for students who do not intend to specialise in Marketing. The paper is designed to develop an understanding of the marketing function and the application of marketing principles to the marketing of services, industrial and consumer goods, and not-for-profit organisations.

Prerequisites Any 100 level paper. Nil for GradDipBusStuds

Availability Semester One: Extramural
Semester Two: Wellington

Wellington Paper Controller: Mr Balasubramanian Ravi
Extramural Paper Controller: Prof Phil Gendall

Learning Outcomes
Students who successfully complete this paper should be able to:
- Demonstrate understanding of marketing terminology and concepts as applied to non-typical (e.g., service, charity, professional, and governmental) markets.
- Identify environmental factors shaping marketing activities.
- Demonstrate knowledge of the major approaches in selecting an organisation's target market(s).
- Identify the factors influencing buying behaviour.
- Demonstrate understanding of the individual components of a marketing mix formulated to meet a target market's wants.
- Recognise organisational processes involved in the planning, implementation and control of marketing activities.
- Demonstrate knowledge of ethical factors considered essential to making marketing decisions.

Required Text


Assessment Internal 50%
Final Exam 50%

No Extramural contact course
156.231

MARKETING MANAGEMENT
(15 credits)

Prescription

A study of the decisions required to allocate and manage marketing resources in a competitive business environment. Topics covered include the relationship between corporate planning and marketing management, choosing marketing strategies to achieve product-market objectives, and marketing-mix planning.

Prerequisites

115.104 or 156.100 for BBS.
156.200 or any 75 credits for other Business or non-Business programmes.

Availability

Semester One: Manawatu, Wellington and Extramural

Manawatu
Paper Controller: Dr Judith Holdershaw

Wellington
Paper Controller: Dr Fiona Chan

Extramural
Paper Controller: Dr Judith Holdershaw

Learning Outcomes

Students who successfully complete this paper should be able to:
- Demonstrate a sound knowledge of conventional marketing ideas, and of the theories on which these ideas are based.
- Explain weaknesses in conventional marketing ideas and theories.
- Apply critical analysis to the solution of practical marketing problems

Required Text


Recommended Reading


Assessment

Internal 40%
Final Exam 60%

No Extramural contact course
156.232 CONSUMER BEHAVIOUR (15 credits)

Prescription
A study of the theory and practice of changing consumer behaviour through marketing programmes. The paper critically evaluates traditional cognitive models of consumer behaviour and alternative behaviourist approaches. The focus is on the analysis of those activities directly involved in obtaining, consuming and disposing of products and services.

Prerequisites
115.104 or 156.100 for BBS.
156.200 or any 75 credits for other Business or non-Business programmes.

Availability
Semester One: Manawatu, Wellington and Extramural

Manawatu
Paper Controller: Dr Emma Dresler-Hawke

Wellington
Paper Controller: Dr Raja Peter

Extramural
Paper Controller: Dr Emma Dresler-Hawke

Learning Outcomes

Students who successfully complete this paper should be able to:

- Demonstrate understanding of the consumer decision-making process model and its implications for marketing decisions.
- Discuss the internal influences on the consumer as an individual, and their impact on purchasing and consumption behaviour.
- Discuss the external influences on the consumer in their social context, and their impact on purchasing and consumption behaviour.
- Evaluate the principal theories of consumer behaviour and critically assess strengths, limitations and applications.

Required Text


Assessment
Internal 40%
Final Exam 60%

No Extramural contact course
**156.233 \hspace{1cm} MARKETING RESEARCH**

(15 credits)

**Prescription**
A study of the collection and evaluation of essential marketing information. Topics covered in the paper include research methodology, experimentation, sampling, questionnaire design, and the role of marketing research in managerial decision making. Note: Access to the internet is required.

**Prerequisites**
115.104 or 156.100 for BBS.
156.200 or any 75 credits for other Business and non-Business programmes.
115.101 or 161.110 recommended.

**Availability**
semester two: Manawatu, Wellington and Extramural

Manawatu  
**Paper Controller:** Dr Mike Brennan

Wellington  
**Paper Controller:** Dr Fiona Chan

Extramural  
**Paper Controller:** Dr Fiona Chan

**Learning Outcomes**
Students who successfully complete this paper should be able to:

- Demonstrate knowledge of the marketing research process and how it contributes to business decision making.
- Identify and communicate clear research objectives and the types of information required to meet them.
- Assess the suitability of the principal qualitative and quantitative market research methods for collecting required marketing information in a given research situation.
- Demonstrate an understanding of the strengths and weaknesses of different experimental designs, sampling procedures and survey methods.
- Apply the fundamentals of good questionnaire design.
- Articulate the core principles of marketing research industry codes of ethical conduct.

**Required Text**

**Assessment**

- **Internal** 40%
- **Final Exam** 60%

No Extramural contact course
**ADVERTISING AND PROMOTION**  
(15 credits)

**Prescription**  
A study of advertising and sales promotion theory. Topics covered include the development and evaluation of advertising and promotion campaigns, the application of specific promotion tools such as sponsorship and direct marketing, and the legal and ethical issues affecting promotion decisions. Particular attention will be paid to the legal and ethical implications of advertising and promotion activities.

**Prerequisites**  
156.100 for BBS. 156.200 or any 75 credits for other Business and non-Business programmes.

**Availability**  
Semester One: Manawatu, Wellington and Extramural

**Manawatu**  
*Paper Controller:* Dr Mike Brennan

**Wellington**  
*Paper Controller:* Dr Fiona Chan

**Extramural**  
*Paper Controller:* Prof Phil Gendall

**Learning Outcomes**

Students who successfully complete this paper should be able to:
- Discuss different promotion theories and their implications for decision makers.
- Demonstrate understanding of the limitations of media vehicles and the research relating to these.
- Recognize the role played by “below the line media” in promotion mix decisions and their effectiveness.
- Demonstrate understanding of the measures used to evaluate promotion and the limitations of these measures.
- Discuss the ethical and legal factors that constrain promotion.

**Required Text**

**Manawatu:**
To be advised

**Extramural:**
None required

**Wellington:**

**Assessment**

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No Extramural contact course
156.235  ELECTRONIC MARKETING  
(15 credits)

**Prescription**
A study of the impact, application and evaluation of new information technologies (IT) and media marketing. Topics covered include marketing applications of technologies such as databases and networks, electronic marketing solutions development, and ethical and legal issues.

**Prerequisites**
115.104 or 156.100 for BBS; 156.200 or any 75 credits for other Business and non Business programmes

**Availability**
Semester Two: Extramural

**Extramural**
*Paper Controller:* Ms Jan Charbonneau

**Learning Outcomes**
Students who successfully complete this paper should be able to:
- Demonstrate a basic understanding of the uses and impacts of modern information and communications technologies (ICT) on an organisation’s overall and online marketing practices and strategies.
- Critically examine the assumptions underlying common electronic marketing solutions and evaluate them against established marketing knowledge and empirical evidence.
- Critically evaluate the operational, ethical and legal issues associated with online marketing practices.
- Apply the theories, concepts, frameworks, tools and techniques of e-marketing to a specific situation.

**Required Text**

**Assessment**
- Internal 50%
- Final Exam 50%

No Extramural contact course
300 Level Papers

156.300  SPORT MARKETING
         (15 credits)

Prescription
A study of marketing principles and their application to the marketing of sport.

Prerequisites
156.231 Marketing Management or 152.211 Sport Business

Availability
Semester Two: Manawatu and Extramural

Manawatu  
            Paper Controller: Dr Mike Brennan
Extramural  
            Paper Controller: Dr Mike Brennan

Learning Outcomes
Students who successfully complete this paper should be able to:

• Critique various models of sports consumer behaviour and discuss factors that influence sports participation and attendance.
• Explain and critically appraise the role of marketing research, marketing information management and marketing planning in sport management.
• Explain and illustrate the principles of product management, promotion, television and other media, public relations and pricing in sport management.
• Design a marketing plan for a sport organisation or sports event.

Required Text

Recommended Reading

Students are also expected to refer to the narrow range of sport marketing journals, for example, Sport Marketing Quarterly, and the wider range of services marketing and management journals such as Journal of Service Research, Journal of Services Marketing, Service Industries Journal.

Assessment

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No Extramural contact course
156.331

MARKETING STRATEGY
(15 credits)

Prescription
A study of marketing concepts and practice, integrating the knowledge developed in earlier marketing papers. The paper examines marketing strategy using a combination of text, readings and case study materials to evaluate relevant concepts and apply them to business situations.

Prerequisites
156.231 Marketing Management and 156.232 Consumer Behaviour

Availability
Semester one: Wellington
Semester two: Manawatu and Extramural

Manawatu
Paper Controllers: Ms Jan Charbonneau

Wellington
Paper Controller: Mr Ravi Balasubramanian

Extramural
Paper Controllers: Ms Jan Charbonneau

Learning Outcomes
Students who successfully complete this paper should be able to:
- Identify, source and evaluate information required to conduct a situation analysis.
- Formulate with justification, marketing objectives, strategies and operational activities based on a situation analysis.
- Communicate in an integrated and organised manner, the elements of a formal marketing plan.

Required Text

Assessment
Assignment 1  20%
Assignment 2  20%
Final Exam  60%

No Extramural contact course
MARKET ANALYSIS
(15 credits)

Prescription
The application of quantitative methods to the analysis of marketing information. The paper introduces a series of analytical methods commonly used in marketing with the emphasis on using the results of quantitative analysis to assist marketing decisions.
Note: Web access is required, also access to a personal computer for extramural students.

Prerequisites 156.233 Marketing Research and 161.xxx (a Statistics paper)

Availability Semester One: Manawatu and Extramural
Semester Two: Wellington

Manawatu Paper Controller: Dr Terry Macpherson
Wellington Paper Controller: Dr Raja Peter
Extramural Paper Controller: Dr Terry Macpherson

Learning Outcomes
Students who successfully complete this paper should be able to:
- Demonstrate an understanding of the role quantitative analysis plays as an aid to human decision making in the context of solving marketing problems and identifying opportunities.
- Critically assess the suitability of analysis procedures for particular marketing research problems.
- Analyze and interpret marketing research data.
- Demonstrate an understanding of the ways in which various market analysis procedures can yield misleading results if used inappropriately.
- Effectively communicate the results of a market analysis in the form of a market research report.

Required Text
*This edition should include the SPSS Student Version CD.

Assessment

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No Extramural contact course
156.334

MARKETING PLANNING
(15 credits)

Prescription
A study of the concepts and practice of marketing planning including the preparation of a marketing plan.

Prerequisites
156.231 Marketing Management and 156.232 Consumer Behaviour

Availability
Semester One: Wellington
Semester Two: Manawatu and Extramural

Manawatu
Paper Controller: Appointment pending
Wellington
Paper Controller: Mr Ravi Balasubramanian
Extramural
Paper Controller: Appointment pending

Learning Outcomes
Students who successfully complete this paper should be able to:
- Identify, source and evaluate information required to conduct a situation analysis.
- Formulate with justification, marketing objectives, strategies and operational activities based on a situation analysis.
- Communicate in an integrated and organised manner the elements of a formal marketing plan.

Required Text

Assessment
Internal 100%

No Extramural contact course
COMMUNICATION AND JOURNALISM UNDERGRADUATE PAPERS

219.100 INTRODUCTION TO BUSINESS COMMUNICATION
(15 credits)

Prescription
An introduction to communication principles and practices at work, with special attention to oral and written communication.

Prerequisites
Nil. This paper is restricted against 219.203 Business Communication.

Semester
Semester Two: Manawatu, Wellington and Extramural
Summer School: Extramural

Manawatu Paper Controller: Mr Doug Ashwell
Wellington Paper Controller: Dr Ming Li
Extramural Paper Controller: Dr Nikki Hessell

Learning Outcomes
Students who successfully complete this paper should be able to:

- Identify communication theories, models and principles that will increase understanding of effective communication in various organisational settings.
- Analyse and evaluate the communication skills needed to communicate effectively in a wide range of business contexts.
- Develop strategies to improve interpersonal and oral presentation skills.
- Analyse the importance of culture and ethics in the context of business communication.

Required Texts

Assessment

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No Extramural contact course
219.101 MEDIA SKILLS (15 credits)

Prescription
Understanding and working with the news media combining practical skills with critical and ethical perspectives on media use. Skills include media strategy, writing media releases, broadcast interviewing and running a media conference.

Prerequisites Nil.

Availability Semester Two: Manawatu, Wellington and Extramural

Manawatu Paper Controller: Dr Kane Hopkins
Wellington Paper Controller: Dr Elspeth Tilley
Extramural Paper Controller: Dr Elspeth Tilley

Learning Outcomes
Students who successfully complete this paper should be able to:
- Analyse the relationships between media goals, audiences, and gatekeepers and apply these to media planning.
- Evaluate and apply newsworthiness criteria to media writing for different genres.
- Demonstrate knowledge of procedures for broadcast interviews, media conferences and online media relations.
- Demonstrate an understanding of journalists’ working conditions, including ethical expectations and specialist terminology.

Required Text
Students will receive a selection of readings. They will also need to listen to radio news, watch television news and read newspapers for this course.

Assessment

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No Extramural contact course
219.107
INTRODUCTION TO CROSS-CULTURAL COMMUNICATION
(15 credits)

Prescription
An introduction to the basic components comprising the experience and expression of culture, this paper examines the complex relationship between culture and communication, and the challenges that may arise when members of different cultural groups interact.

Prerequisites
Nil.

Availability
Semester One: Extramural
Semester Two: Manawatu and Wellington

Manawatu
Paper Controller: Dr Franco Vaccarino
Wellington
Paper Controller: Ms Judith Bernanke
Extramural
Paper Controller: Ms Jeannie Fletcher

Learning Outcomes
Students who successfully complete this paper should be able to:
- Identify, define and discuss basic concepts and theoretical issues associated with intercultural and cross-cultural communication.
- Explain how differing cultural values, perspectives and patterns influence communication.
- Analyse communication in intercultural contexts.
- Apply principles of effective intercultural communication to analysis of a New Zealand context.
- Evaluate and describe the intercultural experience of adapting to and working in a team

Required Text

Recommended Reading

Assessment
Internal 60%
Final Exam 40%

No Extramural contact course
219.202 PROFESSIONAL AND E-BUSINESS WRITING (15 credits)

Prescription
A study of the principles and strategies of effective business writing. This will cover the major forms of business documents and involve the development of business writing skills within a technological and global community.

Prerequisites
Nil for GDipBusStuds.
For BC or BBS, a pass in any university paper.

Availability
Semester One: Manawatu, Wellington and Extramural
Summer School: Extramural

Manawatu
Paper Controller: Dr Elizabeth Gray

Wellington
Paper Controller: Ms Judith Bernanke

Extramural
Paper Controller: Dr Elizabeth Gray

Learning Outcomes
Students who successfully complete this paper should be able to:
- Identify the structural principles of constructing effective business documents.
- Employ the conventions of a range of business documents.
- Identify important characteristics of the electronic technology that characterise the contemporary business writing environment.
- Apply the fundamentals of effective visual design.
- Examine the importance of ethical communication, and apply these principles in written tasks.
- Evaluate and respond to your writing experience through reflective accounts of the writing process.

Required Text

Assessment
Internal 100%

No Extramural contact course
219.203 BUSINESS COMMUNICATION (15 credits)

Prescription
A study of the processes and practices of business communication in the context of the private and public sectors. The paper is based on those theories of human communication of most relevance in developing an understanding of and facility in skills such as listening, speaking to a group, interviewing and writing in organisations.

Prerequisites
Nil for GDipBusStuds.
This paper is restricted against 219.100 Introduction to Business Communication.

Availability
Semester One: Extramural

Extramural
Paper Controller: Dr Heather Kavan

Learning Outcomes
Students who successfully complete this paper should be able to:
- Interpret the dynamics of work places in terms of communication theory.
- Show how communication can be used as a tool to empower people and organisations.
- Generate solutions to communication problems.
- Convey ideas and information in clear, accurate and persuasive writing.

Required Text


Assessment
Internal 50%
Exam 50%

No Extramural contact course
Undergraduate Programmes

219.204 NEWS MEDIA PROCESSES (15 credits)

Prescription
The paper examines the structure and functions of the New Zealand news media. Topics include the ‘manufacture’ of news, objectivity, gender and race issues, and news values. Topical news events are examined.

Prerequisites
Nil for GDipBusStuds.
For BC or BBS, a pass in any university paper.

Availability
Semester One: Manawatu
Semester Two: Wellington and Extramural

Manawatu Paper Controller: Assoc Prof Margie Comrie
Wellington Paper Controller: Dr Sean Phelan
Extramural Paper Controller: Dr Sean Phelan

Extramural students wishing to study this paper from overseas should contact Assoc Prof Margie Comrie prior to enrolment.

Learning Outcomes
Students who successfully complete this paper should be able to:
- Demonstrate an understanding of how journalists construct news.
- Evaluate the socio-political role of the news media.
- Show an ability to critically analyse news stories.
- Critically assess the commercial rationale of the news media.

Required Text
There is no set text for this paper. Readings are included with the Study Guide.

Assessment
Internal 100%

No Extramural contact course
PROFESSIONAL PRESENTATIONS IN BUSINESS
(15 credits)

Prescription
A study of the principles and strategies of professional presentations in business and organisational settings. This will cover oral communication in a technological environment and include the use of computer-aided presentations and other media.

Prerequisites
Nil for GDipBusStuds. For BC or BBS, a pass in any university paper.

Availability
Semester One: Manawatu and Wellington

Manawatu
Paper Controller: Mr Doug Ashwell

Wellington
Paper Controller: Ms Judith Bernanke

Learning Outcomes
Students who successfully complete this paper should be able to:
- Explain the theoretical and practical issues involved with creating and delivering effective presentations.
- Demonstrate presentation skills in a variety of public speaking modes and in speech communication contexts that are common in organizations and working life.
- Identify, explain and employ strategies to reduce communication apprehension.
- Explain and demonstrate the effective use of media to support presentations.
- Demonstrate the ability to create speeches through concept-generation, planning, scripting and realization.
- Identify, describe and employ effective verbal and nonverbal communication skills in public speaking.
- Critically evaluate your own and others’ public speaking performances.

Required Text

As well as reading the text and the study guide, you will need to listen to speakers at meetings and on radio and television.

Assessment
Internal 70%
Final Exam 30%
219.206 MANAGING COMMUNICATIONS TECHNOLOGY (15 credits)

Prescription
This paper is a study of the theory and practice of the management of communications media, with particular reference to telecommunications and computer-based communication media.

Prerequisites
Nil for GDipBusStuds.
For BC or BBS, a pass in any university paper.

Availability
Semester One: Manawatu, Wellington and Extramural

Manawatu Paper Controller: Dr Franco Vaccarino
Wellington Paper Controller: Dr Ming Li
Extramural Paper Controller: Dr Franco Vaccarino

Learning Outcomes
Students who successfully complete this paper should be able to:
• Analyse the changing nature of work and the role ICTs play in this change.
• Define business-driven technological communications strategies, policy designs and implementations.
• Evaluate technological solutions to communication and business problems in organisations.
• Analyse organisations’ strategies on implementing network ICTs.

Required Text
There is no set text for this paper. Readings are included with the Study Guide.

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No Extramural contact course
PUBLIC RELATIONS PRACTICE
(15 credits)

Prescription
An introductory study of public relations and its use to create and maintain communication between organisations and their internal and external publics. Theoretical and practical approaches are combined so that students are introduced to the diversity of contemporary public relations theory and techniques and have opportunities to develop key skills in practical assignments.

Prerequisites
Any paper at 100 level, Nil for GradDip

Availability
Semester One: Manawatu, Wellington and Extramural.

Manawatu
Paper Controller: Dr Kane Hopkins
Wellington
Paper Controller: Dr Kane Hopkins
Extramural
Paper Controller: Ms Fiona Cassidy

Learning Outcomes
Students who successfully complete this paper should be able to:
- Demonstrate an understanding of the scope and nature of public relations practice.
- Analyse and evaluate specific technical activities of public relations practice.
- Demonstrate an understanding of and apply the professional code of ethics for public relations practitioners.
- Design a public relations event plan.
- Demonstrate an understanding of communication theory and its application to written public relations documents.

Required Text
There is no required text as all readings are included in the study guide, however students are strongly recommended to purchase Tymson, Lazar & Lazar, below.

Recommended Reading


Assessment
Internal 70%
Exam 30%

No Extramural contact course
INTRODUCTION TO JOURNALISM
(15 credits)

Prescription
In this paper, students will develop an understanding of the principles and practices of journalism including the fundamentals of news writing and news gathering.

Prerequisites Any 100-level paper

Note: Students must have access to recording equipment to record interviews. Interviews must be submitted on one of the following: standard audio-cassette, CD, DVD, Sony Mini Disc, Sony micro cassette. Interviews submitted on other media will not be marked.

Availability
Manawatu  Semester One: Manawatu Semester Two: Wellington and Extramural
Wellington  Paper Controller: Mr Alan Samson
Extramural  Paper Controller: Mr Alan Samson

Learning Outcomes
Students who successfully complete this paper should be able to:

- Identify the roles of the various news media and their news’ values
- Identify story ideas and information-gathering strategies, including via the Internet
- Conduct interviews and gather information for a news story
- Write a publishable news story.

Required Text

Recommended Reading

Assessment
Internal 100%

No Extramural contact course
219.232 FEATURE WRITING AND FREELANCING
(15 credits)

Prescription
In this paper students analyse examples of feature writing and write their own feature article. The practical aspects of freelancing are also covered.

Prerequisites
Any 30 credits or one of 219.100, 139.107 or 119.177 (for BC only). HOD permission for Grad Dip.

Availability
Semester One: Wellington and Extramural
Semester Two: Manawatu

Wellington
Paper Controller: Dr Grant Hannis
Extramural
Paper Controller: Dr Grant Hannis
Manawatu
Paper Controller: A/Prof Margie Comrie

Learning Outcomes
Students who successfully complete this paper should be able to:
- Identify, analyse and evaluate feature ideas for appropriate target publications
- Critique feature-writing styles and techniques
- Research and write a feature for a specific publication.

Required Text
No set text for this paper. Readings included with Study Guide.

Assessment
Internal 100%
Students will be required to plan and write a 1500-word feature suitable for publication

No Extramural contact course
219.234 WRITING, SUB-EDITING AND PUBLISHING (15 credits)

Prescription
This paper includes grammar, punctuation, sub-editing and the principles of design and layout in publishing.

Prerequisites
Any 30 credits or one of 219.100, 139.107 or 119.177 (for BC only).
HOD permission for Grad Dip.

Availability
Semester One: Wellington and Extramural
Semester Two: Manawatu

Wellington
Extramural
Manawatu

Paper Controller: Mr James Hollings
Paper Controller: Mr James Hollings
Paper Controller: Dr Heather Kavan

Learning Outcomes
Students who successfully complete this paper should be able to:
- Demonstrate a strong knowledge of the English language, including its history, grammar, punctuation and spelling
- Edit journalistic text to improve its clarity, syntax and structure
- Write headlines and understand basic page design concepts and techniques.

Required Text
No set text for this paper. Readings included with Study Guide.

Recommended Reading

Assessment
Internal 50%
Exam 50%

No Extramural contact course
219.299 SPECIAL TOPIC IN COMMUNICATION AND JOURNALISM (15 credits)

Prescription
A special topic in Communication and Journalism.

Prerequisites
By permission of HOD.

N.B. Before you can enrol in this paper, an academic staff member of the Department of Communication, Journalism and Marketing must agree to supervise your work.

Availability
Semester One: Extramural
Semester Two: Extramural

The Special Topic paper exists as a particular service to students, normally in employment in a communication role, who have identified an issue affecting communication at work or in the community which they wish to research in depth.

The Special Topic is not usually suitable for full-time, on-campus students. Students who wish to explore vocation-specific communication studies are recommended to apply for 219.311 Communication Internship.

Assessment
Internal 100% (Based on project)
GENDER AND COMMUNICATION IN ORGANISATIONS
(15 credits)

Prescription
A critical examination of gender theories with an emphasis on the application of theory to practice in organisations. The paper studies the way in which gender affects communication and behaviour in organisations.

Prerequisites
A pass in any 200-level paper.

Availability
Semester One: Extramural

Extramural
Paper Controller: Dr Marianne Tremaine

Learning Outcomes
Students who successfully complete this paper should be able to:
- Analyse and discuss the influence of gender on the student’s life experience.
- Evaluate and critique contemporary theories of gender and how they influence communication in organisations.
- Analyse and critique texts in a specified gender related area.
- Analyse the role of gender stereotypes and women's leadership in New Zealand organisations.

Required Text

Assessment
- Internal 70%
- Final Exam 30%

No Extramural contact course
219.303
ORGANISATIONAL COMMUNICATION
(15 credits)

Prescription
This paper focuses on theory and research related to managing information flow in organisations. It considers a range of factors that influence communication in organisations.

Prerequisites
A pass in any 200-level paper.

Availability
Semester Two: Manawatu, Wellington and Extramural

Manawatu
   Paper Controller: Dr Marianne Tremaine
Wellington
   Paper Controller: Ms Jeannie Fletcher
Extramural
   Paper Controller: Dr Marianne Tremaine

Learning Outcomes
Students who successfully complete this paper should be able to:
- Evaluate and apply appropriate research techniques for studying communication in work organisations.
- Discuss and evaluate the nature of ethical communication dilemmas and issues confronting individuals within an organisational context.
- Critically evaluate the major theoretical approaches in the field of organisational communication.
- Analyse strategies for effective and ethical communication in the workplace.

Required Text

Assessment
Internal 60%
Final Exam 40%

No Extramural contact course
219.304  
CROSS-CULTURAL COMMUNICATION  
(15 credits)

Prescription
This paper includes an examination of different kinds of cross-cultural encounters within New Zealand society and in international contexts. This paper deals with problems of understanding in an ethnically mixed workforce, difficulties of conducting overseas negotiations and the stresses of travelling and working in foreign countries.

Prerequisites
A pass in any 200-level paper.

Availability
Semester Two: Manawatu, Wellington and Extramural

Manawatu  
Paper Controller: Dr Franco Vaccarino

Wellington  
Paper Controller: Ms Judith Bernanke

Extramural  
Paper Controller: Dr Franco Vaccarino

Learning Outcomes
Students who successfully complete this paper should be able to:

- Evaluate the impacts of the critical components of cross-cultural communication within different contexts.
- Demonstrate an understanding of cross-cultural theory and its application in organisational contexts.
- Analyse how culture affects communication in organisations and workplaces.

Required Text

Recommended Reading

Assessment
Internal  
60%
Final Exam  
40%

No Extramural contact course
219.305 PUBLIC RELATIONS MANAGEMENT (15 credits)

Prescription
An in-depth study of public relations theory and practice. Emphasis is placed on strategic planning and other key areas, including media relations, employee relations, government relations and issues management.

Prerequisites
A pass in any 200-level paper.

Availability
Semester Two: Manawatu, Wellington and Extramural

Manawatu
Paper Controller: Dr Kane Hopkins

Wellington
Paper Controller: Prof Krishnamurthy Sriramesh

Extramural
Paper Controller: Prof Krishnamurthy Sriramesh

Learning Outcomes
Students who successfully complete this paper should be able to:
- Describe and analyse the theoretical underpinnings and ethical issues of public relations practice with particular reference to New Zealand.
- Apply research and public relations strategic planning techniques to the construction of a public relations strategy for an individual or organisation.
- Demonstrate knowledge of the public relations literature on issues, relationships, reputation, and their management.
- Illustrate and apply the principles of media strategy, media writing, and crisis communication, and analyse their place within public relations strategy.

Required Text

Students will gain much from following the news media during the year.

Assessment
Internal 100%

No Extramural contact course
INTERPERSONAL COMMUNICATION
(15 credits)

Prescription
This paper explores the theories, methods and issues involved in the study of how human beings use language to communicate with one another in the course of their everyday working lives.

Prerequisites
A pass in any 200-level paper.

Availability
Semester One: Manawatu
Semester Two: Wellington and Extramural

Manawatu  
Wellington  
Extramural  

Paper Controller: Mr Doug Ashwell  
Paper Controller: Ms Jeannie Fletcher  
Paper Controller: Mr Doug Ashwell

Learning Outcomes
Students who successfully complete this paper should be able to:
- Explain the concepts and practical issues involved with communicating interpersonally.
- Critically evaluate their own interpersonal communication behaviour.
- Identify and explain the causes for ineffective interpersonal communication.
- Identify and employ strategies to reduce interpersonal communication misunderstandings and conflicts.
- Develop strategies for effecting change in their own interpersonal communication.

Required Text

Assessment
<table>
<thead>
<tr>
<th></th>
<th>Internal</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td></td>
<td>40%</td>
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</table>

No Extramural contact course
219.309 INTERNATIONAL CASE STUDIES IN PUBLIC RELATIONS
(15 credits)

Prescription
An examination of the practice and theory of public relations internationally, overviewing the increasingly global industry structure, comparing international theoretical approaches, and introducing specialist intercultural communication skills for internationally mobile public relations practice.

Prerequisites
A pass in any 200-level paper.

Availability
Semester One: Wellington and Extramural

Wellington
Paper Controller: Dr Elspeth Tilley

Extramural
Paper Controller: Dr Elspeth Tilley

Learning Outcomes
Students who successfully complete this paper should be able to:
- Demonstrate an understanding of the global public relations industry's structure and practices in general, and the specific nature of public relations industries and practices in at least two different cultures.
- Appraise the main trends in the current body of international public relations theory and apply theoretical understanding in the analysis and critique of existing international public relations cases or plans.
- Critically evaluate the main ethical and social issues associated with global communication roles and demonstrate an ability to apply that knowledge to public relations case study examples.
- Demonstrate an understanding of the key intercultural communication skills necessary for international public relations practice and design strategies to apply those skills to specific situations.

Required Text

Recommended Reading

Assessment
Internal 70%
Final Exam 30%

No Extramural contact course

"The communications profession like many others is demanding employees with awareness and knowledge of the impacts and effects of a globalising economy. Multinational corporations and PR agencies want internationally capable and mobile employees who are just as comfortable in Waipukurau as they are on Wall Street."
(Jeremy Seed, Senior Communications Advisor, Wellington.)
Prescription
This paper focuses on the art of writing interesting, strong and memorable speeches. Students will analyse some of the world's greatest speeches, and practise applying the techniques to write speeches that audiences will find compelling. The curriculum will assist, but is not exclusively directed at, students pursuing careers in Communication Management and Public Relations.

Prerequisites
Any 200-level paper

Availability
Semester Two: Manawatu and Extramural

Manawatu
Paper Controller: Dr Heather Kavan

Extramural
Paper Controller: Dr Heather Kavan

Learning Outcomes
Students who successfully complete this paper should be able to:

- Identify the attributes of powerful speeches.
- Demonstrate knowledge of rhetorical devices.
- Write with an awareness of sound and rhythm.
- Analyse speech patterns.
- Construct speeches that embody the principles of effective speech writing.

Required Text

Assessment
Internal 100%

No Extramural contact course
219.311 COMMUNICATION INTERNSHIP
(15 credits)

Prescription
This paper provides students with a period of workplace or incorporated community organisation experience, and requires integration of that experience with knowledge of communication theory gained throughout their degree, in a series of analytical assessments.

Prerequisites
219.2XX and permission of HOD

Availability
Semester 1, Semester 2 and Semester 3:
Manawatu, Wellington and Extramural

Manawatu Paper Controller: A/Prof Frank Sligo
Wellington Paper Controller: A/Prof Frank Sligo
Extramural Paper Controller: A/Prof Frank Sligo

Learning Outcomes
Students who successfully complete this paper should be able to:
- Recognise typical and atypical patterns in interpersonal and organisational communication with reference to the scholarly body of communication knowledge and theory.
- Describe, analyse, evaluate, and critique workplace communication processes using academic concepts and theoretical terminology.
- Use new information, methods, and concepts from workplaces or organisations to evaluate, critique and develop communication theory.
- Adapt communication theory to apply in novel situations.
- Integrate communication theory with applied experiences into a consultant’s report for a professional audience and a case study for an academic audience, and use appropriate language and structure for each different audience.
- Develop skills in solving problems using skills or knowledge from communication studies.
- Compare and discriminate between scholarly ideas, assess the value of theories, and make choices between scholarly communication tools, based on evidence from and requirements in applied situations.
- Prepare evaluative academic case studies based on workplace or community observation and involvement.

Required Text
No set text

Assessment
Internal 100%
219.335 MEDIA LAW AND ETHICS (15 credits)

Prescription

Students develop an understanding of the process of making editorial decisions on matters of media law and ethics, including defamation, privacy and complaints about the media.

Prerequisites Any 30 credits at 200-level.

Availability Semester One: Manawatu, Wellington and Extramural

Manawatu Paper Controller: Dr Heather Kavan
Wellington Paper Controller: Mr Alan Samson
Extramural Paper Controller: Mr Alan Samson

Learning Outcomes

Students who successfully complete this paper should be able to:
- Analyse the laws of defamation and other media-relevant legal subjects.
- Critique the various codes of practice which maintain journalistic ethical standards.
- Analyse the legal and ethical implications of professional writing.

Required Text

Recommended Reading

Assessment Internal 100%

No Extramural contact course
CONTEMPORARY ISSUES IN GLOBAL JOURNALISM  
(15 credits)

Prescription
The paper examines coverage of one or more contemporary issues within the context of international media systems. Students are required to gather information and draw comparisons from various global journalism systems.

Students must have access to the internet.

Prerequisites
Any 30 credits at 200 level.

Availability
Semester Two: Wellington and Extramural

Wellington
Paper Controller: Mr James Hollings

Extramural
Paper Controller: Mr James Hollings

Learning Outcomes
To be provided

Required Text

Recommended

Assessment
Internal 100%

No Extramural contact course
HISTORY OF JOURNALISM
(15 credits)

Prescription
A study of the development of print journalism in English since the 1500s, concentrating on developments in England, the United States and New Zealand. The paper considers the growing distinction between fact and fiction in reportage, the role of the journalist, and the impact of new media technologies.

Prerequisites
Any 15 credits at 200 level.

Availability
Semester One: Manawatu
Semester Two: Wellington and Extramural

Manawatu
Paper Controller: Dr Nikki Hessell
Wellington
Paper Controller: Dr Grant Hannis
Extramural
Paper Controller: Dr Grant Hannis

Learning Outcomes
Students who successfully complete this paper should be able to:

- Critically analyse how print journalism came to value fact over fiction in reportage.
- Demonstrate an understanding of the evolving role of the journalist during the 19th century.
- Evaluate and critique the impact of modern news media technology on print journalism.

Required Text
No set text for this paper. Readings included with Study Guide.

Assessment
Internal 100%

No Extramural contact course


219.399 SPECIAL TOPIC IN COMMUNICATION AND JOURNALISM (15 credits)

Prescription
A special topic in Communication and Journalism.

Prerequisites
A pass in any 200-level paper and permission of HOD.

NB: Before you can enrol in this paper, an academic staff member of the Department of Communication, Journalism and Marketing must agree to supervise your work.

Availability
Semester One: Extramural
Semester Two: Extramural

Extramural
Paper Controller: A/Prof Frank Sligo

The Special Topic paper exists as a particular service to students, normally in employment in a communication role, who have identified an issue affecting communication at work or in the community which they wish to research in depth.

The Special Topic is not usually suitable for full-time, on-campus students. Students who wish to explore vocation-specific communication studies are recommended to apply for 219.311 Communication Internship.

Assessment
Internal 100% (Based on project)
Support for our Undergraduate Programmes

Geoff Smith  
*Founder and CEO of TrueHR: Integrates Ltd*  
That the Bachelor of Communication is offered jointly from the Colleges of Business, and Humanities and Social Science, is important in capturing what has been missing in the industry. Whilst we may have concentrated on the business of business, we have lost the understanding of critical thinking and the significance of humanity in business.

Cheryl McKay  
*Team Leader, IRD. Bachelor of Communication Graduate 2007*  
I was initially inspired to study communication papers because an expert communicator informed me that, “communication is the glue which cements relationships together”. Through study, my eyes have been opened to the richness and sophistication attached to the art of communication. I have found the papers have been highly relevant to my work, helping me to better understand the complexities of working in a large organization with a diverse bunch of internal and external customers; they have also provided me with new skills and insights into the power of information and the way it is disseminated. The warm and friendly support offered by all the members of the Department of Communication, Journalism and Marketing has also contributed to the positive experience of studying for me.

Mark Dittmer  
*Inaugural Bachelor of Communication Graduate 2006*  
The great thing about the BC, and what I like most about it, is that the papers are so practical. We frequently hear, in the media, business leaders advocating the importance of communication to the success of their organizations. In the papers I have taken I feel I have learnt skills – speaking skills, writing skills – that I can take with me and use in my work and in my life.

Caroline Robertson  
*Communications Coordinator, Bank of New Zealand Technology*  
After completing a Bachelor of Arts majoring in English Media Studies and Communications, I felt I needed to add something extra to become more marketable in the workforce, so I enrolled in a Graduate Diploma in Business Studies endorsed in Public Relations. I found the course invaluable in its relevance to business situations. I enjoyed many aspects of the course especially the opportunities to relate theory to actual practical case studies, but in particular the support that you receive from tutors and lecturers.
Palmerston North Students’ Wellington Visits

It can be hard to see the bigger picture when you are bogged down with assignments and exams.

To help students understand what they are working towards, the Department of Communication, Journalism and Marketing at Palmerston North organises two trips each year to Wellington: one trip concentrating on Marketing organisations and the other trip directed at careers and companies involved in Communication.

The sole purpose of these events is to meet with people who are currently working in the industries. The people we meet with work in a broad range of positions and organisations: for example, NZ Ballet, Parliament, PR agencies, NZ Rugby Union and NZ Police. The students who take the trips have found the experience very beneficial. Here is some feedback from previous attendees:

“It really opened my eyes to how many exciting jobs are out there for me.” Rebecca Hamilton

The trip gave me practical insight into the theory we learn.” Rose Tombelson

“It motivated me to become one of the next generation of outstanding Public Relations people.” Thomas Buchanan

“Thoroughly enjoyed the day, just what I needed to get me/keep me motivated and made being at university make sense…see I am actually working to something…” Emma Carter
Journalism Programmes and Papers
Journalism Programmes

- Graduate Diploma in Journalism
- Graduate Diploma in Journalism Studies

School leavers interested in pursuing journalism as a career should first study an undergraduate degree of their choice in particular, the Massey University Bachelor of Communication. Good subjects to take include Journalism Studies, History (especially New Zealand history), Economics, Political Science, Business and English. You should also build up a portfolio of publications by, for instance, writing for student magazines and local community newspapers.

The Graduate Diploma in Journalism Studies is an undergraduate programme designed for working journalists who wish to increase their knowledge and skill base in journalism, and for those with a professional or personal interest in journalism. For more details, see page 29.

The Graduate Diploma in Journalism is a strongly industry-focussed course that teaches you to be a journalist. Normally all students on the course already have an undergraduate degree. Most of the course’s graduates subsequently work as journalists.

Enrolment Advice

For Journalism Programmes

Call: Wellington: Nicky McInnes
Ph: 04 801 2794 ext 6931
Email: N.McInnes@massey.ac.nz

Dr Grant Hannis
Ph: 04 801 2794 ext 6378
Email: G.D.Hannis@massey.ac.nz

Massey journalism students interviewing former Prime Minister, Rt. Hon Helen Clark.
Graduate Diploma in Journalism

The full-time Graduate Diploma in Journalism programme builds a firm foundation for exciting careers in print journalism, radio and other media-related areas. The diploma is designed for full-time study for graduates from a wide range of academic fields or for those with substantial life or work experience.

What the Graduate Diploma in Journalism offers:

- **News writing**: Write a variety of news stories to publishable standard
- **Feature writing**: Write features and other specialist forms of journalism
- **Interviewing**: Practise the skills of successful and informative interviewing
- **Photography**: Learn the techniques of producing quality news photos with digital cameras
- **Radio reporting**: Prepare a variety of news stories to broadcast standard
- **Media law**: Learn media law and the proper procedure for court and local authority reporting
- **Shorthand & keyboard skills**: Reach industry-required speed and accuracy levels for shorthand and typing
- **Work experience**: Gain industry experience through five weeks' work placement at media organisations.

The Graduate Diploma in Journalism is taught by dedicated staff with industry experience and contacts. The GDipJ offers you print, radio, TV and PR opportunities, and most of our students go on to jobs in the industry.

To enrol in the Graduate Diploma in Journalism you need to have an undergraduate degree or have been granted admission with equivalent status through life or work experience. With all our students, the qualities sought are:

- a passion for journalism
- good English
- good general knowledge
- dedication to accuracy
- knowledge of current affairs.

You will need to pass a selection interview. Contact Nicky McInnes (N.McInnes@massey.ac.nz) to obtain a pre-selection form. Applications close at the end of October (although late applications may be accepted) and interviews are conducted in November. Applicants are advised of the outcome in December.
Journalism Prizes and Scholarships

The Dominion Post recognises the value of Massey’s Graduate Diploma in Journalism programme by awarding a $1000 prize to the top student in each year. This award is made to the student gaining the highest marks.

The Alex Veysey Prize of $500, also funded by The Dominion Post, goes to the student judged by his or her peers to best encapsulate the love of journalism and zest for life of the late Wellington journalist.

At the end of the year, four Asia New Zealand scholarships are offered to our students: one student goes to work on China’s Shanghai Daily and three go to Cambodia’s Phnom Penh Post.

Fairfax Interns

News media organisation Fairfax, publisher of The Dominion Post, Sunday Star-Times and The Press, has recognised the value of the Massey programme by approving it to teach Fairfax Interns.

Under the scheme, Fairfax Interns pay their own fees at the start of the year and go through the Massey course, like any other student. Assuming an intern successfully completes the course, Fairfax will reimburse their fees and employ them at a Fairfax paper (bonded for two years).

Fairfax Interns are selected by Fairfax, in conjunction with Massey.

For more details of the Fairfax Interns scheme, including an application form, go to www.fairfaxmedia.co.nz and click on "careers". Fairfax Interns are selected relatively early in the year prior to study, so contact Fairfax as soon as possible to apply.

To maximise your chances of getting on the Massey course, we strongly encourage Fairfax-Intern applicants to apply directly to Massey as well.
Journalism Student Testimonials

Janna Hamilton
Dispel any illusions of a romanticised year of creative writing. The journalism diploma is a practical, industry-focused news-writing course where you have to produce articles no matter how uninspired you are feeling. This, you soon learn, is the reality of the job. I remember wondering at the beginning of the course whether I could actually write anything that someone would publish, anywhere, and thinking the other students surely must know much more about the world of journalism than I did. They didn’t.

It’s a daunting beginning. But if you love writing, you are a little way there; if you have time management skills, you are a lot further. The workload seems overwhelming, but once broken up into achievable pieces it becomes a matter of slowly but surely ticking it all off. The craft of writing accurately and legally is the first step to getting published.

It is surprising how your life can soon narrow down to a choice between comma or no comma. But it is certainly life and death with chief reporters and sub-editors, so learn to love grammar. The importance of media law is stressed during the course. Having a defamation or plagiarism case against your name is not the recommended start to your career, especially in the small New Zealand industry. Stay awake for those lectures.

Getting through the year is made easier with the support from classmates and the lecturers. None of you will have a life so you may as well band together. Enjoy!

Tane Aikman
So, you want to be a journalist? Maybe you like to write. Maybe you enjoy meeting people and finding out about their lives. Maybe you’re a news addict. All good reasons to look at journalism. Be warned: you’ll have to work hard, be diligent, smart, know how to make people feel at ease, and how to ask them tough questions. But the job is interesting, satisfying and influential. People will read your work and it will affect the way they see the world.

If you still want to be a journalist, you’ve come to the right place. Massey’s Graduate Diploma in Journalism is one of the best training courses in the country. Like the job, it’s not easy: you’ll have to learn a whole new language – shorthand, the ins and outs of media law, and a lot more besides. You’ll have to write and publish a lot of stories. But rest assured, it’s worth it. The lecturers are good people who know their stuff and by the end of the course will have turned you into a decent journalist – as long as you put in the work.

The two spectres that loomed over the course when I began it were learning this bizarre system of squiggles called shorthand and having to hand in 40 published stories at the end of it. The 40 ended up being surprisingly easy, as you could get quite a few done during your spells of work experience, but shorthand was every bit as tough as I feared. There’s nothing else to do but put your head down, go to class and practise, practise, practise.

Probably the best thing about the course is meeting classmates who become good friends. This work seems to attract people of imagination, talent and warmth.
Ina Zimmermann

International student from Hamburg, Germany

I experienced a great year at Massey, studying journalism with a diverse group of young New Zealanders of all backgrounds and interests. I was amazed by the support we gained from our lecturers and the quality of guest speakers, who included some of the country’s leading journalists such as television news presenter John Campbell and investigative journalist Nicky Hager. I was also impressed by the technology at our disposal. On campus, we had 24-hour access to a newsroom to write our stories.

If your English skills allow you to write publishable articles for newspapers or magazines but you would like to gain more confidence in doing so, Massey is for you. As part of the course, we published our work in the local media - a very exciting experience for me as previously I had only published in German.

New Zealand is a welcoming country, rich with astonishing landscapes and friendly people. And I am sure it will offer you countless story ideas! In my country, overseas work experience is almost compulsory for furthering your career in journalism. And what could be more exciting and inspiring than gaining work experience - plus a theoretical understanding of the media - in a different country?

One tip: if you want to experience New Zealand’s beauty, allow some time for travelling around the North and South Islands after the course. With a full study schedule, there will be hardly any time for sightseeing during the academic year.

Janna Hamilton, Tane Aikman and Ina Zimmermann
Postgraduate Programmes and Papers
Postgraduate Programmes

- Bachelor of Business Studies with Honours
- Postgraduate Diploma in Business and Administration endorsed in:
  - Communication Management or Marketing
- Master of Management in Communication Management or Marketing
- Master of Business Studies in Communication Management or Marketing
- Study by Thesis
- Doctor of Philosophy - PhD

Enrolment Advice

For Postgraduate papers Wellington, Manawatu and Extramural

Call: Palmerston North: Sharon Benson
Ph: 06 350 5799 ext 2363
Email: S.Benson@massey.ac.nz

Paper Information and Internal Timetables

On the following pages you will find descriptions for all of our postgraduate papers. The information provided is correct at time of publication.

Further information can be found on our Department website under Course Outlines

To find out times, dates and places for internal classes please visit the timetable website:
http://publictimetable.massey.ac.nz/
POSTGRADUATE QUALIFICATIONS

Why undertake Postgraduate Study?

There are several reasons why an Honours year, a postgraduate diploma or masterate might be a wise choice. Perhaps the most important is that postgraduate study gives you a superior qualification. In the past, only a small proportion of school-leavers went on to tertiary study, and a three-year Bachelor's degree was a rare and valuable qualification, which conferred lifelong benefits on those who held it. But there are now so many people graduating with degrees in business and commerce that you need a higher qualification to get this kind of advantage.

Postgraduate study also allows you to undertake advanced study in areas that really interest you, and to explore topics in the sort of detail not possible in an undergraduate programme. This process helps you to develop strong analytical and research skills and these will be useful to you whatever you do after graduating.

You can have a lot of fun. Not only do you learn more about interesting subjects, but you also get to know your peers and staff members better. It's a chance to think about what you really want to do and to develop and clarify your ideas.

Who is Eligible for Postgraduate Study in Marketing?

Any student who has a degree is eligible to enrol in a PGDipBusAdmin (Marketing).

Non-business postgraduates or non-marketing BBS postgraduates can enrol in a PGDipBusAdmin (Marketing) but must include 90 credits of marketing in their endorsed diploma. Students with a ‘B’ grade average in the marketing papers of a PGDipBusAdmin (Marketing) may be eligible to proceed to a Master of Management or an MBS in Marketing.

Postgraduate students who want some marketing in their postgraduate qualification, but who do not intend to progress further in marketing may take one or two marketing papers as electives.

Non-graduates who want to study marketing can enrol in either the Graduate Diploma in Business Studies endorsed in Marketing or the Bachelor of Business Studies with a major in Marketing.

Postgraduate programmes in Communication and Marketing

The need to upskill and keep abreast of professional developments are key requirements in business today. There is an insatiable demand for higher communication competencies and understanding of effective communication practices. Postgraduate students are the workforce at the cutting edge of knowledge through their independent analysis of perceived wisdom and their research skills. They also enhance the academic ethos of a university and give it a distinctive flavour. Massey, therefore, values their contributions highly and is committed to serving their needs.

If you want to look to your own future, postgraduate programmes focusing on communication or marketing could be your answer. The Department of Communication, Journalism and Marketing wants to help you realise your potential, further your career and provide useful life skills through higher study.

Postgraduate Papers in Wellington

In addition to our traditional Extramural and internal Manawatu offerings, these highly regarded papers and programmes are offered internally on Massey University's Wellington Campus.

People based in or near Wellington can study in the late afternoon. Classes are small and supportive, allowing you to study collaboratively and build networks of other professionals in Wellington.
Bachelor of Business Studies with Honours
BBS (Hons)

High achieving students will be interested in an honours programme in communication. The BBS (Hons) degree is normally a one year full-time course for BBS graduates. The course consists of 120 credits in Masterate level papers.

The BBS (Hons) majoring in Communication Management requires as a prerequisite a BBS or an equivalent degree.

The course of study shall consist of:

(60 credits):

- 219.790 Research Methods in Communication
- 219.799 Research Report

plus

Papers to the value of 60 credits, of which at least 30 will be from the following:

- 219.702 Management Communication
- 219.703 Advanced Business Communication
- 219.704 Advanced Cross-cultural Communication
- 219.705 Advanced News Media Processes
- 219.706 Advanced Public Relations
- 219.707 Critical Perspectives on Strategic Communication
- 219.708 Political Communication
Postgraduate Diploma in Business and Administration

Prerequisite
The postgraduate diploma requires as a prerequisite a university degree or qualification of equivalent status. Those students who are NZ citizens and are wishing to study the PGDipBusAdmin who do not have a New Zealand (or Australian, UK, or USA) degree or an IELTS 6.5 or TOEFL 575 (or equivalent) must first complete at least 60 credits of undergraduate papers.

All students must complete the Application for Admission to Postgraduate Study and gain Admission as being eligible to proceed into this programme. http://enrol.massey.ac.nz/massey/fms/Study/Enrol/Documents/2007%20Enrol%20pdfs/Forms/postgrad.pdf

Endorsed in Marketing

Students who have done no marketing in an undergraduate degree will include (120 credits):
- 156.701 Postgraduate Marketing Management
- 156.702 Postgraduate Consumer Behaviour
- 156.703 Postgraduate Marketing Research
- 156.704 Postgraduate Marketing Strategy

60 credits from:
- 156.715 International Marketing
- 156.716 Postgraduate Advertising and Promotion
- 156.755 Advanced Electronic and Mobile Marketing
- 156.758 Advanced Social Marketing

Students with an undergraduate degree in marketing course of study will include (120 credits):
- 90 credits from:
  - 156.715 International Marketing
  - 156.716 Postgraduate Advertising and Promotion
  - 156.721 Advanced Research Methods I
  - 156.722 Advanced Research Methods II
  - 156.755 Advanced Electronic and Mobile Marketing
  - 156.758 Advanced Social Marketing

Plus:
- 30 credits: any other postgraduate level paper

Endorsed in Communication Management

Course of study (120 credits)

90 credits (three papers) from:
- 219.702 Management Communication
- 219.703 Advanced Business Communication
- 219.704 Advanced Cross-Cultural Communication
- 219.705 Advanced News Media Processes
- 219.706 Advanced Public Relations
- 219.707 Critical Perspectives on Strategic Communication
- 219.708 Political Communication

Plus: 30 credits: any other postgraduate level paper
Master of Management
In Communication Management

The Master of Management provides a first class postgraduate qualification. It allows graduates who want higher-order communication skills to work with experienced communication practitioners and educators in a business-related context.

This masterate is intended for graduates with a degree other than Business Studies. Candidates will normally have completed the PGDipBusAdmin in Communication Management (with at least a B- average). The MMgt and its prerequisite qualification shall together form a coherent programme of at least 240 credits.

Course of Study (120 credits)
90 credits of approved 700-level Communication and Journalism papers (219.XXX) including 219.790 Research Methods in Communication, and not less than 30 credits of reported research, plus electives to make a total of 120 credits.

Your personal course of study must be approved by the Graduate Studies Committee of the College of Business. Consult with the Head of the Department of Communication, Journalism and Marketing as early as possible.

You may also do your MMgt by thesis (90 or 120 credits).

In Marketing
This masterate is intended for graduates with a degree other than Business Studies. Candidates will normally have completed the PGDipBusAdmin in Marketing (with at least a B average). The MMgt and its prerequisite qualification shall together form a coherent programme of at least 240 credits.

Course of Study (120 credits)
90 credits of approved 700-level Marketing papers (156.XXX) including 30 credits of approved Research Methods papers, and not less than 30 credits of reported research, plus electives to make a total of 120 credits.

Your personal course of study must be approved by the Graduate Studies Committee of the College of Business. Consult with the Head of the Department of Communication, Journalism and Marketing as early as possible.

The papers required for an MMgmt in Marketing are:
156.721 Advanced Research Methods I (15 credits)
156.722 Advanced Research Methods II (15 credits)
156.798 Research Report (30 credits)
156.7xx Marketing Papers (30 credits)
xxx.7xx Elective paper(s) which may be in Marketing (30 credits)

Candidates may be required to complete bridging papers before entry into MMgmt.
Master of Business Studies

The Master of Business Studies (MBS) is the flagship postgraduate qualification and is acknowledged by industry, employers and students alike as a premier postgraduate qualification. This two-year masterate is designed primarily for graduates with a BBS or equivalent commerce degree.

Admission requirement is a Bachelor of Business Studies (Honours) or Bachelor of Business Studies or an equivalent degree in the same major area of study.

Major in Communication Management

The course of study shall consist of:
Approved 700 or 800 level papers to a total of 240 credits at least 180 of which must be in one subject area, including a 120 credit thesis, plus a research methods paper. Candidates who have completed the BBS (Hons) degree may complete the MBS with a 120 credit thesis.

The Master of Business Studies with a major in Communication Management consists of:

- 219.790 Research Methods in Communication (30 credits)
- 219.899 Thesis (120 credits)


Plus electives to make up a total of at least 240 credits.
STUDY BY THESIS

In recent times Government policy has changed to focus its financial support on postgraduate study that directly adds to research-based knowledge. Government support for thesis-based research means that the cost to you of thesis study is much less than for the usual 25-point papers.

ADVANTAGES OF THESIS STUDY
- Your research helps to build New Zealand as a knowledge society
- Your study is significantly cheaper than other post-graduate study
- You build your ability to understand, evaluate and carry out high-quality research
- You are supervised by a lecturer who is actively engaged in your topic and keen to ensure it succeeds
- You are strongly encouraged to publish your findings in concert with your supervisor and become recognised as a knowledgeable person in your field.

We support research students 100% by drawing them into an existing research programme within the Department. This means that you get consistent lecturer support during your research.

Staff members in the Department have a strong track record over many years of helping candidates achieve their research goals.

Your research helps to build New Zealand as a knowledge society. Several research programmes in the Department are knowledge society initiatives including: Literacy and Employment, News Media Processes and Journalism, The Knowledge Gap Hypothesis, and Public Communication.

To discuss this further, don’t hesitate to contact the Head of Department:

Associate Professor Frank Sligo
Ph: (04) 801 5799 ext 62281 or 2360
Email: F.Sligo@massey.ac.nz

or any other Communication, Journalism and Marketing Staff member.
Doctor of Philosophy – PhD

The degree of Doctor of Philosophy (PhD) is the highest supervised degree available through study at Massey University. Our Department currently supervises around 15 doctoral students working in a variety of communication and marketing related areas.

You can enrol for the PhD degree if you have completed a Bachelors or Masters degree with First Class Honours or Second Class Honours (Division 1) or hold comparable qualifications. The degree normally takes three to four years of full-time study to complete, or a longer period of up to six years of part-time study.

The PhD requires independent research followed by the submission of a thesis based on the research. Candidates are expected to make a significant contribution to the knowledge and understanding of their field of study. We can help isolate topics and subject areas.

The PhD degree is administered by the University Doctoral Research Committee. Registration is allowed only where the Head of Department has agreed to provide supervision and facilities for the candidate’s research. All registrations are provisional for at least the first 12 months.

Our Department has a number of experienced doctoral supervisors. For further information please contact Associate Professor Frank Sligo, and for insights into possible doctoral research topics on which you will receive high-quality supervision, see the Department’s staff website and/or see pages 109 - 111 in this Handbook.

Master of Philosophy in Marketing

The Master of Philosophy (MPhil) in the College of Business is gained by passing 240 approved credits at the 700-level, including at least 30 credits in research and 150 credits in an area of specialisation. Candidates for the MPhil in marketing must first enrol in a PGDipBusAdmin endorsed in Marketing and achieve a ‘B’ average in this, then have their programme of study changed from PGDipBusAdmin to MPhil. (Unlike the MBS regulations, the MPhil regulations do not allow for the 240 credits required to contain 120 credits from a conferred PGDipBusAdmin.)

The papers required for an MPhil in marketing are:

- 156.721 Advanced Research Methods I (15 credits)
- 156.722 Advanced Research Methods II (15 credits)
- 156.7xx Marketing papers (90 credits)
- 156.79x Research Report (30 credits)
- xxx.7xx Elective paper(s) which may be in Marketing (90 credits)

If equivalent papers to 156.721 and 156.722 have been passed in previous qualifications, they may be replaced in the MPhil with other marketing papers, including research papers. The research papers can be another 30 credit Research Report, a 60 credit Research Report or, in some cases, a 90 credit Thesis.
MARKETING

700 Level Papers

156.701 POSTGRADUATE MARKETING MANAGEMENT
(15 credits)

A study of the decisions required to allocate and manage marketing resources in a competitive business environment. Topics covered include the relationship between corporate planning and marketing management, choosing marketing strategies to achieve product market objectives, and marking mix planning.

Prerequisites
Postgraduate status

Availability
Semester One: Extramural

Extramural
Paper Controller: Dr Judith Holdershaw

Required Text

Recommended Reading

Assessment
Internal 40%
Final Exam 60%

No Extramural contact course
156.702

POSTGRADUATE CONSUMER BEHAVIOUR
(15 credits)

A study of the theory and practice of changing consumer behaviour through marketing programmes. The paper critically evaluates traditional cognitive models of consumer behaviour and alternative behaviourist approaches. The focus is on the analysis of those activities directly involved in obtaining, consuming and disposing of products and services.

Prerequisites
Postgraduate status

Availability
Semester One: Extramural

Extramural
Paper Controller: Dr Emma Dresler-Hawke

Required Text

Supplementary Text

Assessment
Internal assessment 40%
Final Exam 60%

No Extramural contact course
POSTGRADUATE MARKETING RESEARCH
(15 credits)

A study of the collection of marketing information and evaluation of marketing research methodologies for postgraduate students with a non-marketing background. Topics covered include research methodology, experimentation, sampling, questionnaire design, data analysis and the critical evaluation of research designs. Note: Access to the internet and a computer are required.

Prerequisites
Postgraduate status

Availability
Semester One: Extramural

Extramural
Paper Controller: Dr Raja Peter

Required Text

Assessment
Internal 40%
Final Exam 60%

No Extramural contact course
156.704

POSTGRADUATE MARKETING STRATEGY
(15 credits)

Advanced study of marketing concepts and practice, integrating the knowledge developed in earlier marketing papers. The paper examines marketing strategy using a combination of text, readings and case-study materials to evaluate relevant concepts and apply them to business situations.

**Prerequisites**
Postgraduate status

**Availability**
Semester Two: Extramural

**Extramural**
*Paper Controllers:* Appointment Pending

**Required Text**

**Recommended Reading**


**Assessment**
- Internal: 40%
- Final Exam: 60%

No Extramural contact course
### INTERNATIONAL MARKETING
(15 credits)

You will focus on the nature and contemporary practice of international marketing, exploring the problems, challenges and opportunities faced by marketing managers in the global marketplace.

**Prerequisites**
156.701 or 156.231, and 156.702 or 156.232, or permission from HOD

**Availability**
Semester Two: Extramural

**Extramural**
*Paper Controller:* Dr Emma Dresler-Hawke

**Required Text**

**Assessment**
- Internal: 60%
- Final Exam: 40%

No Extramural contact course
POSTGRADUATE PROGRAMMES

156.716 POSTGRADUATE ADVERTISING & PROMOTION
(15 credits)

An advanced study of managerial aspects of advertising and promotion. Topics covered include theories of promotion and their relationship to promotion objectives and evaluation. Specific promotion tools such as direct marketing: sponsorship and sales promotion will also be examined. Current research and the general state of knowledge in advertising and promotion will be examined and related to management practice. Particular attention will be paid to the legal and ethical implications of advertising and promotion activities.

Prerequisites
Postgraduate status

Availability
Semester One: Extramural

Extramural
Paper Controller: Prof Phil Gendall

Required Text
To be advised

Assessment
Two assignments 40%
Final Exam 60%

No Extramural contact course
156.721 ADVANCED RESEARCH METHODS I
(15 credits)

The paper critically examines a wide variety of concepts and techniques in social research. These will include: problem definition techniques; experimental and non-experimental designs, qualitative and quantitative strategies for data collection; and research ethics.

**Prerequisites** 156.233 or 156.703 or any 200 level Statistics or Maths paper.

**Availability** Semester One: Extramural

**Extramural**

*Paper Controller:* Dr Raja Peter

**Required Text**

**Assessment**

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<th>Assessment</th>
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No Extramural contact course
156.722 ADVANCED RESEARCH METHODS II
(15 credits)

Prescription
An advanced study of the application and interpretation of the multivariate analysis of marketing data.

Prerequisites 156.721 and 156.333 or equivalent

Note: Web access is required, as well as access to a personal computer for extramural students. *SPSS software is required.

Availability Semester Two: Extramural

Extramural Paper Controller: Dr Terry Macpherson

Required Text

Assessment
Assignment 1 20%
Assignment 2 30%
Final Exam 50%

No Extramural contact course
ADVANCED ELECTRONIC AND MOBILE MARKETING
(15 credits)

Prescription
A critical evaluation of the impact of the online and mobile environment on all aspects of the practice of marketing. Topics covered include the marketing environment, data mining, consumer behaviour, segmenting/targeting and positioning, product, price, distribution, personalisation/customisation, marketing communication, legal obligations and ethical constraints in both the online and mobile environments.

Prerequisite
Graduate Status and permission from HOD

Note: This paper is restricted against 156.717 Postgraduate Electronic Marketing

Availability
Semester Two: Extramural

Extramural
Paper Controller: Ms Jan Charbonneau

Required Text

Assessment
Internal 50%
Final Exam 50%

No Extramural contact course
Prescription

A detailed examination of various social and ethical issues that affect marketing decisions. Topics to be addressed cover three general areas: generic ethical issues such as privacy and deception; specific marketing practices such as marketing to children and 'green' marketing; the marketing of contentious products such as pharmaceutical products, tobacco and alcohol, along with possible implications for social policy.

Prerequisite

Graduate Status and 156.701 and 156.702 or equivalent or Permission HOD

Note: This paper is restricted against 156.718 Social Marketing

Availability

Semester One: Extramural

Extramural

Paper Controller: Dr Judith Holdershaw

Required Text

No required text

Assessment

Internal  50%
Final Exam  50%

No Extramural contact course
MANAGEMENT COMMUNICATION
(30 credits)

Prescription

This course examines a range of issues concerned with the means by which communication processes can be managed by organisations.

Prerequisites

Graduate Status and permission of the HOD.

Availability

Semester Two: Wellington and Extramural

Wellington

Paper Controller: Ms Jeannie Fletcher

Extramural

Paper Controller: Dr Elizabeth Gray

Learning Objectives

Students who successfully complete this paper should be able to:

- Apply communication theory to the analysis of contemporary management challenges
- Analyse specific communicative events in terms of successful achievement of outcomes
- Critically evaluate current trends in management communication and explain their practical implications.
- Explain the links between management communication and competitive advantage.
- Demonstrate methodological skills specific to a communication audit.

Required Text


Assessment

Internal 100%

No Extramural contact course
219.703 ADVANCED BUSINESS COMMUNICATION
(30 credits)

Prescription

An exploration of appropriate theory and practice of business communication in New Zealand organisations. Theory is linked to practice through the analysis of case studies, or other applied methods.

Prerequisites
Graduate Status and permission of the HOD.

Availability
Semester One: Wellington and Extramural

Wellington
Paper Coordinator: Dr Ming Li

Extramural
Paper Coordinator: Dr Ming Li

Learning Outcomes

Students who successfully complete this paper should be able to:
- Analyse and evaluate the effectiveness of communication practices in business contexts.
- Demonstrate an understanding of communication theory and use it to generate solutions to communication problems.
- Communicate ideas and information effectively through writing, discussion and, in the case of internal students, oral presentations.

Recommended Texts:


Assessment
Internal 100%

No Extramural contact course
219.704 ADVANCED CROSS-CULTURAL COMMUNICATION
(30 credits)

Prescription

This paper uses cross-cultural theory and research to focus on ways of developing cross-cultural effectiveness. Areas of study from which students can choose assignment topics include culture and change, biculturalism and multiculturalism, negotiation and globalisation.

Prerequisites
Graduate Status and permission of the HOD.

Availability
Semester One: Extramural

Extramural
Paper Coordinator: Dr Marianne Tremaine

Learning Outcomes

Students who successfully complete this paper should be able to:
- Analyse and critique relationships among major theoretical approaches in a field of cross-cultural communication.
- Evaluate and synthesise literature in cross-cultural communication.
- Evaluate the nature of cross-cultural dilemmas and opportunities affecting individuals and organisations.
- Analyse and critique the relevance of cross-cultural communication.

Required Text

Assessment
Internal 100%

No Extramural contact course
219.705 ADVANCED NEWS MEDIA PROCESSES
(30 credits)

Prescription

A critical examination of news media processes, with a particular concentration on the New Zealand media industries, incorporating both theoretical approaches and practical applications. Particular attention is paid to the role of the journalist, ownership and ethics.

Prerequisites

Graduate Status and permission of the HOD.

Availability

Semester Two: Extramural

Extramural

Paper Coordinator: A/Prof Margie Comrie

Extramural students wishing to study this paper from overseas should contact Margie prior to enrolment.

Learning Outcomes

Students who successfully complete this paper should be able to:

- Demonstrate understanding of the news media’s democratic function.
- Identify and explain examples of selected contemporary approaches to journalism.
- Critically analyse socio-economic and political implications of media ownership, recognising the impact on processes affecting both news content and trends in journalism in New Zealand.
- Identify and analyse the ethical dilemmas in journalism practice, and relate these to the concept of the public interest.

Required Text


Assessment

Internal 100%

No Extramural contact course
219.706 ADVANCED PUBLIC RELATIONS
(30 credits)

Prescription

A critical assessment of the theory and practice of public relations overseas and in New Zealand. Particular attention is paid to corporate public relations, issues management, public policy and ethical concerns. The course has a strong practical element.

Prerequisites

Graduate Status and permission of the HOD.

Availability

Semester One: Wellington
Double Semester: Extramural

Wellington

Paper Coordinator: Prof Krishnamurthy Sriramesh

Extramural

Paper Coordinator: Prof Krishnamurthy Sriramesh

Learning Outcomes

Students who successfully complete this paper should be able to:

- Demonstrate an understanding of the key theoretical perspectives of the public relations body of knowledge and their relevance to the profession.
- Demonstrate an understanding of the public relations process both at the individual practitioner and organizational levels.
- Evaluate and analyse the key parameters or specialties of public relations such as public affairs and issues management, or crisis management.
- Analyse and critique the various elements of public communication campaigns and design a strategic campaign.

Required Texts

None

Assessment

Internal 100%

No Extramural contact course
Prescription

This paper is a critical and theoretically rigorous inquiry into the nature of contemporary political communication. It is grounded in the idea that contemporary politics is, in part, a 'mediated' process which needs to be understood in terms of the dynamic institutional relations between the worlds of politics, mass media and public relations.

Prerequisites

Graduate Status and permission of the HOD.

Availability

Semester Two: Wellington and Extramural

Wellington

Paper Coordinator: Dr Sean Phelan

Extramural

Paper Coordinator: Dr Sean Phelan

Learning Outcomes

Students who successfully complete this paper should be able to:

- Critically analyse the relationship between the worlds of politics, mass media and public relations.
- Demonstrate a critical understanding of the mediated nature of contemporary politics.
- Show an understanding of 'the political' that transcends the formal world of institutional politics.
- Critically evaluate and comment on the communication strategies, including discourse and rhetorical strategies, of political actors.
- Demonstrate the links between New Zealand and global trends in political communication.

Required Texts

Required text(s) to be confirmed

A course book of readings is published as a supplement to the core text(s).

Assessment

Internal 100%

No Extramural contact course
219.790 RESEARCH METHODS IN COMMUNICATION (30 credits)

Prescription

To introduce students to the research design principles of qualitative and quantitative research methodologies, data collection procedures, analysis of data and interpretation of results, and writing the research report.

Availability

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<td>Double Semester Extramural</td>
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Paper Coordinator:

Wellington: A/Prof Frank Sligo
Extramural: A/Prof Frank Sligo

Learning Outcomes

Students who successfully complete this paper should be able to:

- Identify a specific research question in communication, and design an appropriate method to research it.
- Select and evaluate literature relevant to your research topic, and organise it directly around the research question.
- Undertake an in-depth research inquiry using the principles of good communication research.
- Analyse, synthesise and reflect on the findings, generating new insights and interpretations to the extent possible in this inquiry.

Required Text


Assessment

Internal 100%

No Extramural contact course
SPECIAL TOPICS & RESEARCH REPORTS

MARKETING

156.781 SPECIAL TOPIC (15 credits)
Special Topics are not available for most students. Enrolment in Special Topics will, in all instances, be instigated by the enrolment co-ordinator.

156.782 SPECIAL TOPIC (30 credits)
Special Topics are not available for most students. Enrolment in Special Topics will, in all instances, be instigated by the enrolment co-ordinator.

156.795 RESEARCH REPORT (60 credits)
A document reporting on the research objectives, relevant literature, research method and the results of an investigation into some aspect of marketing theory, marketing application or marketing research methodology. This paper may be taken as part of the DipBusAdmin or MPhil in Marketing, by students who wish to take, in one paper, a substantial piece of research.

Availability

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<td>Paper Controller:</td>
<td>Prof Phil Gendall</td>
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156.798 RESEARCH REPORT (30 credits)
A supervised project in market research culminating in a research report. This is a required paper for MMgmt.

Availability

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156.799 RESEARCH REPORT (30 credits)
A document reporting on the research objectives, relevant literature, research method and the results, of an investigation into some aspect of marketing theory, marketing application or marketing research methodology. This is a required paper for BBS (Hons) and MBS.

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<td>Prof Phil Gendall</td>
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COMMUNICATION

219.792 RESEARCH REPORT (60 credits)

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219.798 RESEARCH REPORT (30 credits)

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219.799 RESEARCH REPORT (30 credits)

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219.894 RESEARCH REPORT (15 credits)

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### THESIS PAPERS

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<td>Research Report</td>
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<td>219.897</td>
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<td>Manawatu</td>
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<td>Wellington</td>
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Postgraduate Research and Financial Support

Each year a limited number of postgraduate students are invited to join research teams in the Department of Communication, Journalism and Marketing. Three possibilities exist to provide support for these students:

**Tutoring Work:**
Each year we appoint tutors to undergraduate communication papers in the Department, and postgraduate research students receive preference.

**Marking Assignments:**
The Department has a large enrolment of extramural (distance) students as well as internal (on-campus) students in its undergraduate and postgraduate papers, requiring marking support. Depending on your study workload you may be recruited as either or both a tutor and assignment marker.

**Scholarship Funding:**
The Department has some discretionary funding to support research students, depending on the individual’s situation and availability of funding.

Please note that the University’s fees are lower for 100-point (full thesis) postgraduate research study than for other forms of postgraduate study.
Postgraduate Research Topics for Supervision

The Department of Communication, Journalism and Marketing strongly encourages you to select your postgraduate research topic for research reports (30 or 60 credits) or theses (90 or 120 credits) from the research areas outlined below. These mainly represent the topic areas of greatest expertise within the Department and usually the staff members concerned are themselves actively researching these subjects.

**Doug Ashwell**
Doug's interests are in the area of interpersonal communication, and in particular, topics relating to communication through body language. He is available to supervise research in this area. Doug is completing his doctorate in analysis of media coverage of genetically modified food.

**Judith Bernanke**
Judith’s research and supervisory interests centre on nonverbal communication and rhetoric, including visual and musical expression; arts journalism; and cultural representations and identity. Her doctoral studies are in arts journalism.

**Dr Mike Brennan**
Mike’s research interests lie in the areas of market research methodology; consumer behaviour; choice behaviour; demand estimation; TV viewing behaviour; and sport, not-for-profit and social marketing. He is interested in supervising students in these areas.

**Dr Fiona Chan**
*Marketing Communication Programme Leader (Wellington)*
Fiona's research interests include studying the person-environment interaction and its impacts on self-regulation, image, identity and personality development. She welcomes any research projects that examine theoretical extension or practical application of her current work.

**Jan Charbonneau**
Jan Charbonneau's research interests include sponsorships, survey methodology and volunteers.

**Associate Professor Margie Comrie**
*Journalism Studies Programme Leader (Manawatu)*
Margie is interested in supervising students studying news media (print, television and radio), political communication, public relations, public information campaigns and public consultation.

**Dr Emma Dresler-Hawke**
Emma's research interests are in the areas of social and cultural studies. She has a particular interest in food-related issues and ethical consumption. She is interested in supervising students who wish to undertake research in these areas.

**Jeannie Fletcher**
Jeannie is interested in supervising work in the areas of innovation, communication within and between groups (in organisations), communicating across organisational cultures, and conversations in organisations, particularly in relation to knowledge creation and management processes. Jeannie is completing her doctorate in knowledge management.

**Professor Phil Gendall**
Phil is Professor of Marketing at Massey University. His main areas of interest are market and social research, particularly aspects of survey research methodology, question wording and questionnaire design.

**Dr Elizabeth Gray**
Elizabeth's areas of research include communication apprehension, the teaching of oral communication competencies at tertiary level, and written and oral communication demand in scientific and business workplaces. She also undertakes research in nineteenth-century women's poetry and journalism. She recently completed a book on women's poetry.
Dr Grant Hannis
Journalism Programme Leader
Journalism Studies Programme Leader (Wellington)

Grant has particular interests in supervising research regarding the history of journalism, consumer and business journalism, the relationship between fact and fiction in reportage, and journalism and democracy.

Dr Nikki Hessell
Nikki’s research interests are in print culture studies, the history of journalism in New Zealand and internationally, and the relationship between journalism and literature, especially in the eighteenth and nineteenth centuries. Nikki is interested in supervising research into the history of journalism in New Zealand and internationally, the relationship between journalism and literature, the development of the modern newspaper, public sphere theory and attitudes to the mass media. She is currently working on a project about literary authors who worked as parliamentary reporters.

Dr Judith Holdershaw
Marketing Programme Leader (Manawatu)
Judith’s research interests are in the areas of social research including health and political issues, news audiences; and methodological issues in survey research.

James Hollings
James’s interests lie in journalism and film. His research interests expand on his career as a journalist and film maker. He is doing a PhD on investigative journalism, but is also interested in photojournalism, documentary, disaster reporting, the history of journalism and contemporary journalism practice.

Dr Kane Hopkins
Kane’s research interests lie in public relations, with particular emphases on public communication campaigns and the relationship between messages and behavioural responses. He is also interested in new media technology, such as blogging and its effect on journalism, and the study of alternative media such as student radio. Kane’s doctorate concentrated on political blogging.

Dr Heather Kavan
Heather’s research interests are in the area of world religions and she is very interested in supervising students wishing to study communication in this area. She is also keen to supervise research on speech writing and rhetoric, topics related to social psychology, and any research in which the methodology is ethnographic.

Dr Mingsheng Li
Ming is interested in how culture affects human behaviour and experience. He is particularly concerned with international students’ learning expectations in intercultural contexts and intercultural communication issues in teaching English to speakers of other languages (TESOL).

Dr Terry Macpherson
Terry’s research interests mainly lie in social marketing, marketing communications and green marketing. He has researched the evaluation of road safety advertising, demand for GM labelled food, and sports marketing & sponsorship.

Dr Raja Peter
Raja’s research is in consumer behaviour, marketing research and marketing in SMEs, and he is also involved in interdisciplinary research in management, finance and IT.

Dr Sean Phelan
Sean’s research interests include discourse analysis, political communication, neoliberalism, field theory, ideology and media representation. He has a particular interest in the discourse theory of Laclau, the field theory of Bourdieu and critical discourse analysis. He is particularly interested in supervising research that critically explores the relationships between discourse, politics, media and culture.

Balasubramanian Ravi
Ravi’s research interests cover relationship marketing in business markets, and his doctoral studies are in use of financial concepts and tools in marketing strategy decisions and marketing productivity evaluation.
Alan Samson
Alan’s research interest lies in the changing rhetoric of news, mainly in print journalism, including newspaper trends toward personalisation and sensationalisation of the news and an evolving and related writing style – what is popularly known as the “dumbing down” of news. Another research interest is the reporting of “moral panics”. Alan's main research interests lie in the area of journalism ethics, including newspaper plagiarism and news media trends toward sensationalist reporting. He also maintains an active role as a science/ environment writer.

Associate Professor Frank Sligo
Head of Department
Communication Management Programme Leader (Wellington and Manawatu)

Frank supervises research in the area of the knowledge gap hypothesis, and adult literacy and employment. In recent years, he has supervised a series of interconnected studies in organisational and community contexts that explore access to various forms of knowledge such as information about health, parenting and recreation. Frank is closely involved in supervising the Communication Internship programme.

Professor Krishnamurthy Sriramesh
Public Relations Programme Leader (Wellington and Manawatu)

Sriramesh teaches and conducts research in the field of public relations. He has published research on globalization and public relations, strategic public relations management, communication campaigns, organizational culture, activism, corporate social responsibility, and public relations education.

Cathy Strong
Cathy’s research and supervisory topics include convergence journalism, best practice within traditional news media (radio, television, print) and gender issues within the mass media. Her doctoral studies are in women in journalism.

Dr Elspeth Tilley
Elspeth is happy to supervise both quantitative and qualitative research on propaganda, political communication, and public relations (particularly ethics). She has a particular interest in research that addresses communication issues of power and ethics in postcolonial societies. Her PhD research critiqued racism in Australian society.

Dr Marianne Tremaine
Marianne is interested in supervising research related to cross cultural communication, women and management, women and leadership, local government and Maori-related topics linked to communication.

Dr Franco Vaccarino
Franco’s research interests lie in all aspects of cross-cultural communication, adult literacy, family learning, prison education, and employment for individuals with a disability.

Please contact the staff directly for more details about their research programmes.
Mischa Sander  
*Completed Master of Management in 2004, extramurally.*

When I came to Massey University from Germany to study Communication Management, I did not think that I would stay one and a half years. After completing my PGDipBusAdmin, endorsed in Communication Management, I continued towards a Master of Management. As I had to go back to Germany eventually, I finished my degree extramurally—without any problems at all, thanks to the warm support and uncomplicated supervision of my thesis by Marianne Tremaine. At Massey, I enjoyed the small classes in the postgraduate papers and the close contact with the academic staff. And, who knows, maybe I will come back to the Department of Communication one day to do my dissertation—the environment is certainly perfect for this.

Caroline Rowe  
*Completed PG Diploma in Communication Management*

Studying a Postgraduate Diploma endorsed in Communication Management at Massey University was a thoroughly enjoyable and rewarding experience. Following on from my undergraduate degree, the diploma has added strength to both my written and spoken communication and given me both theoretical and practical skills in public relations, news media and business communication. I am now out in the work force utilizing what the course has taught me and practising these skills on a daily basis.

This course is a challenging and rewarding programme which I would recommend to anyone wanting to develop their knowledge of business communication or enhance their career prospects.

Liz Barker  
*President, Extramural Students’ Society and Massey University Councillor*

When I became a magazine editor, I knew I’d have to communicate effectively with the readers, so I did the PostGraduate Diploma in Business Administration endorsed in Communication Management. It proved very useful: exactly related to what I was doing. The communication theories weren’t complex, but they made me aware of things I wouldn’t have thought of. I’d recommend the course for someone like me who wanted direction and guidance in being an effective editor. In the end it’s so important that the communication source (writer/editor) has considered the readers as receivers of information, and therefore considered how the message will be received, rather than assuming that the receivers know everything that the writer does. Of course they don’t!

Mike Manson  
*Client Relationship Manager, Palmerston North City Council*

I cannot overstate the value gained from the Communication papers I have taken at Massey University, in particular Professional Presentations in Business. The paper opened doors for me that would otherwise not have been possible: I have been asked to speak to national and international audiences, give multimedia presentations, undertake guest lecturing, develop training programmes, make video productions and put together radio campaigns, to name but a few opportunities.
The Department of Communication, Journalism and Marketing is grateful for the support of the following:

- International Association of Business Communicators
- Asia: NZ Foundation
- Manawatu Standard
- The Dominion Post
- Fairfax Media
- Pearson Education New Zealand