Why study Marketing at Waikato?

Marketing can open the doors to a world of exciting careers – from advertising and promotion, product and brand management, through to sales and business development, or strategic marketing and planning.

More than just selling or advertising, marketing is key to the success of any organisation.

Both commercial and not-for-profit organisations exist to satisfy customer needs. Ultimately, it is marketing that decides what products and services an organisation will offer, to which customers, in what way.

Study Marketing and learn about target markets and creating marketing strategies. Develop your skills in product, price, promotion and distribution, all with the aim of acquiring and satisfying customers.

Marketing professionals also play an important role in helping to shape a better world through ethical and sustainable management practices.

Your career options

- Advertising account executive
- Buyer/Purchasing manager
- Market researcher
- Marketing manager
- Retail store manager
- Sales manager

What kind of assignments will I do for this subject?

In the paper MKTG151 (Introduction to Marketing), students are asked to come up with an innovative idea for a hypothetical new product or service, then present their ideas for judging in a tradeshow environment.

Working in teams, you will conduct customer research and plan a full marketing mix strategy, including product/packaging design, promotion, price and place.

Later in your degree, you can study specialist areas of marketing such as consumer behaviour, advertising and positioning, market research, marketing strategy, sport marketing, relationship marketing, reaching customers via new media, creativity and innovation, and professional selling.
Your qualification options
Marketing can be taken as a first major for the following qualifications, or as a second major for most other University of Waikato bachelor’s degrees.

Choose from:
- Bachelor of Communication Studies/with Honours
- Bachelor of Electronic Commerce
- Bachelor of Management Studies/with Honours
- Graduate Certificate/Diploma in Marketing
- Postgraduate Certificate/Diploma in Marketing
- Master of Management Studies

If you are taking an undergraduate qualification, please talk to MSC to discuss your choice of papers.

If you are taking a graduate or postgraduate qualification, please talk to the graduate convener for Marketing to discuss a suitable programme of study.

“\textquote{I’ve always been fascinated with understanding the way that people think and behave. A lot of people think Marketing is common sense, but there are many theories and frameworks behind it that you need to learn to enhance your work in the future. You’re taught that a company’s success is directly measured by the degree of satisfaction they can provide their customers. Customers are key, and having that drilled into me over the past three years has definitely made me more prepared to hold some responsibility in an organisation. The practical assignment I did for MKTG359 (Professional Selling) was a beaut – you’re challenged to sell a real-life product on behalf of a real company, and I was offered a job as a result! I would love to be a marketing consultant for small-to-medium sized businesses and help others grow their killer ideas into something massive. I’m all about helping the underdog.}”

\textit{STEPHANIE KINGSFORD}
Bachelor of Management Studies – Marketing and International Management

management.ac.nz/marketing
management.ac.nz/subjects
Some great reasons to study at Waikato Management School

- A friendly and vibrant student culture, where it’s easy to make friends from all over the world.
- Smaller class sizes at Waikato means you get a more personalised and supportive learning experience.
- You’ll be exposed to fresh ideas and engaging content in class, making you feel inspired.
- Our lecturers are sought-after business consultants and active researchers, with close connections to some of New Zealand’s leading organisations and government departments.
- You’ll take part in practical business challenges based on real life, and can gain hands-on experience through a workplace internship or applied research project.
- Waikato Management School is among an elite group of the world’s best business schools that have earned Triple Crown accreditation status from AACSB, EQUIS and AMBA – a mark of excellence in business education.
- Loads of student clubs to join that run fun events, such as WMSSA, Management Communication Students’ Association (MCSA), Social Innovation Waikato, Beta Alpha Psi and Te Ranga Ngaku.
- Our team of language and learning development teachers can provide expert guidance on academic writing, reading and oral tasks.
- Waikato is ranked among the world’s top 200 universities in five key management subjects (QS Subject Rankings 2015): Accounting, Business & Management Studies, Communication & Media Studies, Economics & Econometrics, and Finance.

Contact us

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