

Special Topics in New Zealand  
J/MC 401

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Course Description

This 3 credit course will be based in both the field and in the classroom. The program will involve a 2 day orientation in Los Angeles followed by a 12-day field trip through the South Island of New Zealand. Seminars and presentations will be given on the campus of the Christchurch Polytechnic Institute of Technology (CPIT). CPIT is a tertiary provider with a student population of 13,000 based in central Christchurch.

Prerequisites

Students in good academic standing at St Bonaventure will be eligible to take the course. Students in good standing from other institutions may participate, as long as they have been accepted into the course.

Required Reading List

Schultz, D. (1998). Determining how brand communication works in the short and long terms. *International Journal of Advertising*, Volume 17 Issue 4.

White, R. (1999). What can advertising really do for brands? *International Journal of Advertising*, Volume 18 Issue 1.

Rod, Todd, Love, Krisjanous, Guthrie, Spanier, Walton (2004), The New Zealand Marketing Environment, McGraw Hill (ISBN 0074-71463-5).

Essential Background: New Zealand. Collection of material about the History, Culture, Geography, Government, Economy, Plant & Animal life of New Zealand.

The Treaty of Waitangi in The Ngai Tahu Deeds (2006) by Harry C. Evison, Christchurch: Canterbury University Press.

Credit

Credit is offered for three semester hours in  
J/MC 401

Course objectives

Specific objectives will include:

1. To develop a working knowledge of New Zealand life, culture, history, economics, politics, and business through field experiences, seminars, presentations, and student projects;
2. To gain an appreciation for the importance of cultural differences when operating overseas.

Course requirements

1. Participate in all field experiences, lectures / discussions, projects, and general activities.
2. A test on course content.
3. An applied project with a research component.
4. Maintain a journal throughout the trip.

### Course grading

10 points	On-site student participation
25 points	Test
15 points	Journal
15 points	Research report
35 points	Project

A	89.5 - 100 points
B	79.5 - 89.4 points
C	69.5 - 79.4 points
D	59.5 - 69.4 points
F	below 59.4 points

### On-site student participation

The ability to interact and debate in real time with others to address problems, opportunities, and issues is a very important skill. This means you must be prepared to offer your analysis and justify your reasoning on different issues being discussed about the readings and company visits. In short, your comments are crucial to the dynamics of the class. What you get out of this course will depend to a great extent on what you put into it.

Your participation will be measured based on both quantity and quality. Your participation has to be of sufficient quantity to afford a reasonable basis for assessment. However, a more important aspect of your participation is that your comments are of “high” quality and that your comments and responses trigger thoughtful responses from others.

### Test

The test will be taken on our second day in New Zealand. The test will consist of a series of short answer questions and will cover material from the readings. A list of study questions will be provided when the readings are sent to you. Students will have one hour to complete the test.

### Journal

You are required to keep a detailed journal addressing the learning events of each day. We will discuss your journal entries regularly.

### Project

Each student must design a brief communication plan and an internet movie for Tourism New Zealand.

Creativity will be rewarded when designing and presenting your ideas.

You should carefully consider the following areas when working on your plan.

1. Who are you targeting?
2. What do you want to say?
3. How often should you communicate with the target audience?
4. What channel(s) should be used?
5. How much will it cost?

Remember, you need to come up with a creative advertisement designed to promote New Zealand. We want a sample ad and a sample slogan.

A final presentation will be made by each person at the end of the course. The presentation will be 10-15 minutes long. In addition, a brief summary (no longer than 2 pages) outlining your project will be handed in.

### Research Report

As part of the project, each group will be required to conduct a survey to gather information related to their project. Each group will need to determine what information they require, design a questionnaire to obtain that information, collect the data, and provide a summary report of the information acquired.

### University honor code

St. Bonaventure University (SBU) seeks to promote and ensure academic honesty and personal integrity among students and other members of the University Community. SBU considers cheating and plagiarism to be serious acts of dishonesty. All graded work must be your own individual work unless specifically stated otherwise in the course guidelines. Material quoted from any other source must be clearly acknowledged. You must not copy the work of another person (student or published work) in any form, including examinations, tests and assignments. Any person who is found to have copied someone else's work, or to have allowed their work to be copied, will receive a fail grade for that piece of assessment and may face disciplinary action which may lead to a fine, community service or exclusion from the university, or dismissal from the program.

### St. Bonaventure University

St. Bonaventure has followed the guidelines provided by the different Associations of Colleges and Schools (e.g., Middle States Association of Colleges and Schools) as well as American Assembly of Collegiate Schools of Business (AACSB). St Bonaventure University is an AACSB accredited university. Contact hours for the course are greater than 45. Assessment, grading, and course objectives are all appropriate for the course.