

## OTAGO MBA ELECTIVES: JAN/FEB 2023

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Each paper will be taught over three consecutive days at the Otago Dunedin campus. Each paper is 20 contact hours, 10 points.

**BMBA575 Marketing Strategy in a Digital World**

12 - 14 January

John Fahy

This paper aims to explore the role marketing strategy in the dynamic and complex environments that today's organisations operate in.

**BMBA577 Digital Marketing Management**

16 - 18 January

John Fahy

This paper aims to explore the nature of the marketing function as it continues to be transformed by changes and developments in technology and research.

**BMBA579 Selling to Large Global Enterprises**

20 - 22 January

Sam Barclay

Using tools such as Lean Canvas and Solution Selling, learn how to build a strategy for a successful sale to a major global multi-national including building an effective business case.

**BMBA580 Taking New Zealand Technology Global**

24 - 26 January

Sam Barclay

How to identify the market and product fit for technologies where NZ has a competitive advantage. Use Lean Canvas to identify winning opportunities. Specific focus exporting tech to the US.

**BMBA576 Public Relations Practice**

28 - 30 January

Emeritus Professor Brendan Gray

This course aims to explore the role of public relations (PR) in marketing strategy and organisational communication, including integration with other marketing communication tools.

**BMBA578 Marketing Services and Experiences**

1 - 3 February

Services Marketing aims to identify key elements of services and explore how these may be leveraged within different market contexts to gain competitive advantage.

Associate Professor Tony Garry