



School of Marketing & International Business

**MARK 203**

**Marketing Information  
Management**

**Course Outline**

**Trimester 2**

**2005**

# MARK 203

## CONTACT DETAILS

**COURSE LEADER:**  
**JANET CARRUTHERS**  
**RH 1119 EXT 6917**  
Email: [Janet.Carruthers@vuw.ac.nz](mailto:Janet.Carruthers@vuw.ac.nz)

**ADMINISTRATIVE ASSISTANT:**  
**JESSIE JOHNSTON**  
**RH 1121 EXT 5330**  
Email: [Jessie.Johnston@vuw.ac.nz](mailto:Jessie.Johnston@vuw.ac.nz)

**Please note: Tutors contact details will be posted on Blackboard**

### Office Hours

The course leader will be available in RH 1119 (Rutherford House) for **OFFICE HOURS ON TUESDAY BETWEEN 10-12, COMMENCING WEEK 3**. The reception hours at SMIB are 8.30 – 4.30 Monday to Friday.

In order to avoid unnecessary time spent trying to track staff down for simple queries, remember to check the course Blackboard site regularly.

### **Course Tutors**

If you wish to discuss your progress in MARK 203 it is recommended that you contact your course tutor or course leader. If you need to contact them outside core course hours, phone or **email** are perhaps the most effective means. If you want to make an appointment, it is best to call to arrange this. Please be specific about the nature of your query and if you leave a message do not forget to leave contact details.

### **Access to MARK 203 Information**

All important information regarding the course will be posted on the MARK 203 Blackboard website <http://blackboard.vuw.ac.nz>

### **Course Description**

The gathering, analysis, interpretation and presentation of information are an essential part of the marketing decision-making process in any organization. It is imperative that marketing staff in all types of organisations understand and

effectively utilize the latest techniques and methodologies involved in the collection and analysis of information about their customers (both existing and potential), competitors, and the environment within which they operate. MARK 203 is designed to build student understanding of the concepts and theories of marketing information management.

**Major themes will include:**

- √ Problem Identification – A critical component of effective research
- √ Appropriate Methodology – The information must be collected in a way suitable to the problem and its subjects
- √ Information as the basis of change – Marketing research is the basis for decision making within an organization. It implies the need for appropriate analysis and interpretation. Research does not predict the future but allows decisions for the future to be made in an informed way.

MARK 203 provides the opportunity to apply the concepts in a practical manner to gain greater understanding of the concepts under discussion. Emphasis is placed also on understanding what characterizes good market research and the use and interpretation of primary and secondary data in supporting market research decisions.

**What you will achieve:**

You will emerge from this course more informed and knowledgeable about how to collect, manage and apply marketing information having acquired skills and competencies normally sought from a marketing manager and/or consultant.

The course will be of value to students planning careers in many areas including marketing, management consulting, eCommerce, tourism, and who have an interest in how information and market research can be used to inform marketing decisions. The concepts learned will have application in both private and public sector organizations.

**Course Format**

The course will comprise a mix of formal lectures, tutorials and reading. The tutorials will be based on material prepared by group members. The course thus requires commitment, enthusiasm and a willingness to participate fully.

### **Guest Speakers**

As the course progresses guest speakers will be introduced. Full details will be posted on Blackboard.

### **Course Assessment**

MARK 203 will be assessed on the basis of coursework and a final exam. The coursework consists of two parts, a group project and an individual assignment. Mark allocations for each assessed component are as follows:

<b>Activity</b>	<b>Percentage</b>
<b>Group Assignment</b>	<b>30%</b>
<b>Individual Assignment</b>	<b>20%</b>
<b>Final Exam</b>	<b>50%</b>

### **Dates for submitting assessed coursework**

Both pieces of assessed coursework must be **SIGNED IN** at **Room RH 1119, (Rutherford Building)** on the following days:

<b>Individual Assignment – Friday 12<sup>th</sup> August</b>
<b>Group Project – Friday 7<sup>th</sup> October</b>

Only one member of the group need sign in the **group project** but all members must ensure that they have signed the **project marks declaration** and the **marks declaration form** pages prior to submitting their group project (refer to pages 12 and 13)

Ensure that when you hand in your assessed work your **TUTORS NAME** is **WRITTEN CLEARLY ON THE FRONT COVER.**

**NOTE:** It is NOT your tutors responsibility to collect in pieces of assessed work, neither should they be left in the School Office or in the staff pigeon holes. As described above

**ALL assessed work MUST be SIGNED IN at the course leaders office.**

## **Recommended Textbook**

The textbook required for MARK 203 is: *Marketing Research Within a Changing Information Environment (2<sup>nd</sup> Edition 2003)*, by Joseph Hair, Robert Bush and David Ortinau, McGraw-Hill Irwin: Sydney. Available at the University bookshop.

This is an excellent text for the course because it addresses both the broader information requirements required of organisations these days, and the important elements associated with designing and carrying out sound market research. The learning objective summaries, definitions of key terms and market research illustrations are also well designed to assist student learning.

## **Tutorial Participation**

Lectures and tutorials are compulsory and provide the opportunity to discuss both group and individual assignments. The benefits derived from tutorials are directly related to the extent to which students have prepared prior to the sessions and a willingness to participate in discussion. Tutorial participation forms an integral part of MARK 203.

## **Attendance**

Your group will be allocated a tutor and tutorial time by the **end of Week 2**. All the tutorial rooms have presentation facilities. The entire group must attend the tutorial session when a group presentation is taking place. They are expected to stay for the duration of the session to listen and comment on the work of other groups. During those weeks when there are no group presentations the groups are expected to undertake practical work necessary to complete the group project.

If you cannot attend a lecture or tutorial session alert your course tutor and group as soon as possible.

## **Student Representative**

At the end of **lecture two, week two**, you will be asked to elect a student representative.

## **Final Exam**

The exam will consist of one three-hour exam at the end of the semester and will draw upon work covered in the lectures and tutorials. The exam will **be closed book**.

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## Lecture and Tutorial Timetable 2003

<b>Lecture Date</b>	<b>Lecture Theme</b>	<b>Tutorial</b>
05/07/05 <b>Week 1</b>	Course Introduction & Overview The Role of Marketing Information	<b>No tutorial</b>
12/07/05 <b>Week 2</b>	The Research Process Ethical Considerations	<b>No tutorial</b>
19/07/05 <b>Week 3</b>	The Centrality of Databases Decision Support Systems	<b>Tutorial</b> Practical group work: The research proposal
26/07/05 <b>Week 4</b>	Secondary Data Sources	<b>Tutorial</b> Practical group work: Qualitative Planning
02/08/05 <b>Week 5</b>	Conducting Exploratory Research	<b>TUTORIAL PRESENTATIONS</b> & Progress Report Due
09/08/05 <b>Week 6</b>	Descriptive Research	<b>Tutorial</b> Practical group work: Develop the research tool
<b>***** MID TERM BREAK*****</b>		
30/08/05 <b>Week 7</b>	Observation & Experimental Methods	<b>Tutorial</b> Practical group work: Develop the Questionnaire
06/09/05	Computer Packages & Market Research	<b>SPSS Workshop*</b>

<b>Week 8</b>		Conduct fieldwork/ Implement survey
13/09/05 <b>Week 9</b>	Coding, Editing and Preparing	<b>TUTORIAL PRESENTATIONS</b> & Progress Report Due
20/09/05 <b>Week 10</b>	Data Analysis	<b>Tutorial</b> Practical group work: Analyse data
27/09/05 <b>Week 11</b>	Communicating Market Research	<b>Tutorial</b> Practical group work:
04/10/05 <b>Week 12</b>	<b>FINAL GROUP PRESENTATION</b>	<b>No tutorial</b>

## EXAM TBA

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### Lecture and tutorial times and location

All Lectures will take place at **RH LT 1 on Tuesdays between 2.40 – 4.30.**

The **tutorials** will commence from **Week 3**

The course leader will let you know via Blackboard which room and time you have been allocated for tutorials by the **end of week 2**

### \*SPSS Workshop

During **Week 8** the tutorial session will be replaced with a practical computer session to introduce the data analysis computer package **SPSS**. The time and date will be announced later in the course.

# MARK 203

## GROUP PROJECT

### 30% Course Assessment

#### **Teamwork**

The group project is a major focus of the course and as such teamwork is encouraged. Within any business environment teams and team working have become essential elements in problem solving and in helping business move forward into the future. As complexities increase, solutions themselves become more complex. Individual working is less efficient than the collaboration of several individual's creativity. In situations that require a combination of multiple skills, experiences and judgments, a team achieves better results than individuals working within confined job roles and responsibilities. Different persons with different backgrounds can find something new. It is anticipated that you will develop skills in the areas of listening to others, decision-making and negotiation.

#### **Group composition**

At the end of **Lecture Two, Week Two** you will be asked to organize yourselves into groups of not more than five and submit names and contact details for your group members to the course leader. They will be placed on the blackboard site later in the week. We will try to accommodate your requests re group composition but if you have not allocated yourself to a group by the end of **Week 2**, contact your course leader and they will place you in a group.

As a participant of MARK 203 you should be available for core course hours to facilitate the activities on the course. It is also likely that you will also need to arrange times to meet outside these hours however to discuss group issues. It is thus important that you identify your group members and establish ways of contacting each other as quickly as possible.

#### **Project Development and Feedback**

You will receive feedback on your project at various stages throughout its development and implementation and you are expected to meet deadlines specified in the course handbook regarding research proposals and the interim report.

Your group may be penalized for failing to meet these deadlines. The final product of your research project will be your group's project portfolio.



### **Starting the project**

A suggested approach to get started would involve meeting with your team as early as possible to discuss the nature and scope of the project you wish to undertake. Issues to consider may include: Is the project feasible given the time frame you are working within? Is the sample easily available? Do you want to use more than one data collection tool?

By **Week 3** you will be expected to give the first of your **10-minute presentations** at the tutorial session, outlining in as much detail as possible your project idea followed by questions. Each member of the group must be in attendance at these presentations. Ensure that you plan the timing of your presentations as well as the content. In fairness to the other presenters, your tutor will halt the presentation after 10 minutes.

Please note that you do not need to re-invent the wheel at each presentation and in each weekly report. Clearly you have limited time and so you do not need to reiterate your brief, objectives and development process at every stage. Keep these to a short summary.

***NOTE: Minutes/reports of group meetings must be submitted to your tutor each week, starting Week 3.***

### **Group Project Portfolio Format**

The final product of your research project will be your groups project portfolio. The following components are the basis on which your report will be evaluated:

- 1) Research proposal – What are you going to research?
- 2) Qualitative research - Include the interim report
- 3) Data collection tool – Questionnaire/focus group
- 4) Implementation of the research programme - Issues encountered
- 5) Sampling – Who, how many?
- 6) Data analysis – How did you analyse the data?
- 7) Interpretation / conclusions – What did you find out?
- 8) Project management
  - i. Minutes of group meetings e.g. what was discussed, decisions made?
  - ii. A description of the roles and contributions of group members e.g. who devised the questionnaire, collected data, wrote up results.
- 9) Project report
- 10) The marks allocation forms
- 11) Appendices. To contain **ALL DATA** collected via questionnaire/focus group etc
- 12) Contents page!

**Please note:** each of these elements should be considered equally important!

### **Marks allocation Sheets**

The project marks allocation (Form 1) should be completed by the group and submitted along with the coursework. The marks allocation (Form 2) should be completed by each student separately. The marks for the group project may be evenly distributed but you may feel that some group members have made an exceptional contribution (or an unexceptional one). Make every effort to agree these proportions by negotiation. The course leader will make the final decision and will be available to listen to individuals who dissent from the groups view.

### **Group Project Ideas.**

Listed below are some possible areas of interest for your group to investigate. They are only intended as ideas and you should not feel obliged to use them. As a group you should discuss a few research possibilities and talk it over with your tutor. The course leader will grant permission for the research to take place once the tutors have informed them of their tutorial groups intended research themes.

#### ***Areas of interest may include:***

- Identify a business in Wellington i.e. the zoo/museum/art gallery and analyse their attendance rates, do their exhibitions attract enough people?
- Do people recycle – are they interested in their environment?
- What do students expect from their time at University?
- Advertising – analyse student awareness of product placement re TV and film
- Designer clothes and labels - attitude assessment
- Smoking – gauge student opinions. Do anti smoking campaigns work, if not why not?

#### **The data collection tool & pilot study**

Before you issue your data collection tool i.e. questionnaire, interview schedule to the respondents it is important that you ask your tutors for their advice and possibly pilot the study using your tutors and other group members. This will ensure that the questions you ask and the style of the questions will be user friendly which will improve your response rate.

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### PROJECT MARKS ALLOCATION DECLARATION

Group Name: -----

Research Project Title: -----

Full name	Signature/Date	Relative performance
1 -----	-----	----- %
2 -----	-----	----- %
3 -----	-----	----- %
4 -----	-----	----- %
5 -----	-----	----- %
		----- <b>100%</b>

Tick one of the following: -

All members of the group are awarded **EQUAL** marks

All members of the group are awarded **PROPORTIONAL** marks as detailed above

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### MARKS ALLOCATION DECLARATION

**To:** ----- (Tutor / Course leader)

**From:** -----

**Group Name** -----

**Project Title** -----

*Tick one of the following: -*

**I am satisfied** with the group's assessment of the relative performance of individual group members and agree with the allocation of marks submitted by the group

I am concerned about the allocation of marks in my group and **I would like to meet with the tutor individually** to discuss this

I am concerned about the allocation of marks in my group and I would like the tutor to meet with the group to discuss this

**Signature** -----

**Date** -----

***Submit this form with your group's portfolio or contact your tutor privately regarding this matter.***

# **MARK 203**

## **IMPORTANT DEADLINES**

### **Week 5**

**In - tutorial Group Presentation**

### **Week 6**

**Hand in Individual assignment**

### **Week 8**

**SPSS Workshop**

### **Week 9**

**In - tutorial Group Presentation**

### **Week 12**

**In –Lecture Final Group Presentation**

# **ASSESSED COURSEWORK**

**All coursework, which includes group portfolios and individual assignments to be SIGNED IN by 12 Noon @ Room 1119, Rutherford Building on the following days:**

**Individual assignment  
12<sup>th</sup> August**

**Group assignment  
7th October**

**It is imperative that you hand in your assessed coursework by the specified dates and times, otherwise they cannot be counted towards your final mark. If anyone needs to discuss this with their course tutor or the course leader, they should do so before the deadline.**

# General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

## Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: [www.vuw.ac.nz/policy/StudentConduct](http://www.vuw.ac.nz/policy/StudentConduct).

The policy on Staff Conduct can be found on the VUW website at: [www.vuw.ac.nz/policy/StaffConduct](http://www.vuw.ac.nz/policy/StaffConduct).

## Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

[www.vuw.ac.nz/policy/AcademicGrievances](http://www.vuw.ac.nz/policy/AcademicGrievances).

## Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

*'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.*

***Plagiarism is not worth the risk.***

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct ([www.vuw.ac.nz/policy/studentconduct](http://www.vuw.ac.nz/policy/studentconduct)) and may be penalized severely.

Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

*Find out more about plagiarism and how to avoid it, on the University's website at:*  
[www.vuw.ac.nz/home/studying/plagiarism.html](http://www.vuw.ac.nz/home/studying/plagiarism.html).