

School of Marketing and International Business

MARK 203: Marketing Information Management

Trimester Two 2007

COURSE OUTLINE

Contact Details

Lecturer : Associate Professor Ashish Sinha
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 Office Hours: Wednesday 10:30-11:30
 Thursday 12:30-1:30

Tutor: Aaron Gazley
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Class Times

Starting from the 11th of July, classes for MARK 203 will be held from 1:40-3:30 pm every Wednesday in RHLT3.

Computer Labs

Computer Labs: Four computer sessions will be run during this course. Students are required to attend only one lab session every week.

Introduction to Statistical Computing	25 th and 26 th July -- Optional
Computer Session 1 (Week 5)	8 th and 9 th August
Computer Session 2 (Week 8)	5 th and 6 th September
Computer Session 3 (Week 10)	19 th and 20 th September— No Assignment

Please choose one computer lab stream. Computer labs will be held in RWW302. The timings for these computer labs are as follows:

RWW 302	Wednesday 3:40-4:30 PM
RWW 302	Thursday 10:40-11:30 AM
RWW302	Thursday 11:40-12:30 AM

Description:

The emphasis of this paper will be on developing analytical and logical skills required to undertake marketing research. This paper will provide skills to translate conceptual understanding into specific operational plan – a skill in increasing demand in organisations today. This will involve learning how to prepare questionnaires, the effective use of focus groups to obtain consumer perceptions and attitudes and the skills required to analyse quantitative and qualitative data. “Learning by doing” is a major feature of this paper.

Course Objectives:

A major impetus of this course will be on developing analytical and logical skills required to do effective marketing research. This will involve learning how to prepare questionnaire instruments, the effective use of focus group to obtain consumer perceptions and attitudes, and the skills required to analyse quantitative and qualitative data.

Schedule

Session	Topic	Text	Project
1	Introduction	Ch 1 and 2	Form Groups
2	Research Process Primary and Secondary Data	Ch 3,4	Choose Topic <i>Submit Topic to Lecturer</i>
3	Qualitative Research	Ch 5,6	Prepare Interview Guide
4	Qualitative Research/ In class Case Study	Ch 5,6	<i>Meet Lecturer</i>
5	Questionnaire Design	Ch 7,8 and 9	Interview Guide
6	Questionnaire Design / Measurement		
7	Experimentation	Ch 10 and 3	<i>Project Update Submission Questionnaire Design</i>
8	Conjoint	Ch 13	Questionnaire Design
9	Conjoint	Ch 17	Meet Lecturer Data Collection
10	Conjoint/Factor Analysis	Ch 17	Data Collection
11	Factor Analysis, Multidimensional Scaling and Sampling	Ch 11,12,15	Data Analysis/ Write Report
12	Revision		Write Report

Expected Workload

Students should generally spend up to 12 hours per week on MARK 203 which includes attending lectures, tutorials, working on the project, reading the textbook and going over material on Blackboard.

Readings Required Text:

Aaker, D., V. Kumar, G. Day, M. Lawley and D. Stewart (2007), *Marketing Research: The Second Pacific Rim Edition*, John Wiley and Sons Australia, Ltd, Second edition.

Assessment Requirements

MARK 203 is assessed by an external examination (40%) and internal work (60%). The assessment is structured as follows:

Project	Date	
Final Report	11 th Oct, 2007	20%
Progress Report – Individual Assignment	7 th Sept, 2007	5 %
Computer Assignment 1	12 th Sept	10%
Computer Assignment 2	26 th Sept	10%
Test	22 nd Aug	15%
Final Examinations	15 Oct – 11 Nov	40%
Total		100%

Group Project:

Groups are to be formed during the first lecture. Students who are not present on that day will be randomly assigned to groups. **At the end of the trimester each member has to fill out a peer-evaluation form, grading the participation of other group members for the marketing research project. I reserve the right to increase or decrease the final grade based on peer evaluations.**

Each group is required to hand in a formal project proposal of half a page on the 18th July stating the purpose and objective of the study. Groups will be required to meet the Lecturer/Tutor in the 4th Week, on the 1st and 2nd of August, and the 9th Week, on the 12th and 13th of September, in their respective tutorial times. It will be ideal for all the group members to meet the Lecturer together at the same time. Meeting place will be provided in class.

The Group Project has two components:

Individual Component: Based off the interview guide developed by each group, each member of the group will be required to conduct one interview. Each group member is expected to transcribe their interviews and content analyse these transcripts. These content analyses need to be synthesised and presented as one set of findings, highlighting the similarities and differences across these interviews.

Each Group needs to submit one report on 7th September, 2007.

The structure of the Report is as follows:

1. Topic of Study
2. Decision Problem
3. Research Problem
4. Interview Field Guide
5. Choice of Interviewee/ some characteristic – Note as this need to anonymous, please make sure not to identify the person in any way. You also need each respondent to sign a consent form.
6. Content Analysis
7. Findings highlighting differences and similarities
8. Next Steps for Questionnaire Design
9. Appendix (including transcript)

Group Component: Each group is required to submit a final report on the last day of Semester, 12th October 2007. This section should incorporate both the individual and group work. The format of the final report is provided below:

Format of the Final Report

- a) Executive Summary
- b) Background and the importance of the research carried out
- c) Purpose of the study
- d) Identify the Research and the Decision Problems
- e) Methodology
- f) Results Section
Interview Findings for all the Members of the Group (Content Analysis);
Questionnaire analysis
- g) Discussions and Conclusions
- h) Recommendations
- i) Appendices
 - Focus Group/Interview Transcripts
 - Questionnaires
 - Content Analysis
 - SPSS outputs

Accessing Web Resources

You will be able to access the course outline, course notes, case studies and other learning material (e.g. short problems, case studies, readings, examination questions) via Blackboard. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your SCS username and student ID. Click on the MARK 203 course heading under My Courses.

It is up to you to make sure that you check Blackboard on a regular basis. The lecturer or tutors cannot be held responsible if you do not check the notices or the various Discussion Boards frequently.

Mandatory Course Requirements

To obtain terms in MARK 203, students must:

1. Attend the two Computer Labs on which the assignments are based.
2. Submit the Computer Assignments.
3. Attain a minimum grade of 40% in the final examination.

The overall pass mark for this course will be 50% of the total marks i.e. 50/100. Failure to meet terms requirements will jeopardise your ability to accumulate sufficient marks to pass the course.

Penalties

There will be a penalty of 5% for each day of late submission.

Further Information

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.
