

School of Marketing & International Business

MARK 409 DISSERTATION

Trimester Two 2007

COURSE OUTLINE

Contact Details

Course Co-ordinator	James Wiley
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Other support team members:

Nicholas Ashill	Ashish Sinha
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Note: Students and their thesis supervisors are responsible for setting thesis objectives, research strategy and content. Supervisors are the primary source of thesis advice. The function of the MARK 409 thesis support team is to provide students with technical advice on how to achieve the thesis objective agreed upon by students and their thesis supervisors.

Class Times and Room Numbers: Thursday 0830 - 1020, Rutherford House G02

Course Description:

Students complete an individual research project on a selected aspect of marketing. This is reported in a dissertation of between 10,000 and 15,000 words, typically including an abstract, introduction, review of the relevant literature, development of research objectives, reporting of methods and results, and a discussion of the implications. The student works independently, in consultation with their research supervisor. Several informal class sessions are also offered to help develop useful skills for completion of the dissertation. Students should come to class sessions prepared to discuss any problem that they may anticipate or are already experiencing.

Classes (as indicated on course outline):

Course Outline

Date	Discussion Topics	Suggested Milestones
Week 1	Where are you? Introducing the support team Thinking ahead. What you will do with your data once you have it.	Literature review complete? Questionnaire complete? HEC approval?
Week 2		
Week 3	Data Entry. Data Cleaning. Univariate Analysis. Using SPSS, Word, and Excel tables and figures to best advantage.	Data Collected?
Week 4		Data Collected? Data Cleaned? Univariate Analyses?
Week 5	Measurement. What are you trying to accomplish? What does “coefficient alpha” mean? Where does Factor Analysis fit in?” What does measurement look like from a structural modelling perspective?	Data Collected? Data Cleaned? Univariate Analyses?
Week 6		Data Collected? Data Cleaned? Univariate Analyses? Measurement scales created and evaluated?
Break		Data Collected? Data Cleaned? Univariate Analyses? Measurement scales created and evaluated?
Week 7	Comparing means, ANOVA, and Regression	
Week 8		
Week 9	Structural equation modelling (regression and other models).	
Week 10		Analysis complete? Results section complete?
Week 11	Optional statistical analysis clinic	Analysis complete? Results section complete?
Week 12		Thesis complete?

Note: the above topics are guidelines. Other topics (such as cluster analysis) may be discussed if they are relevant to a student thesis.

Communication of Additional Information

A requirement of MARK 409 is that participants have an email address and that they check it frequently for course related messages.

Expected Workload

The course comprises independent work under the supervision of a staff member, together with informal class sessions and discussions.

When it comes to the final dissertation, don't forget to draft, revise, and revise again.

GOOD WRITING IS RE-WRITING

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.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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
- Student Support

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.