
School of Marketing and International Business
MARK 203: MARKET RESEARCH

Trimester Two 2008

COURSE OUTLINE

Names and Contact Details

Lecturer : Aaron Gazley
Office : RH 1103
Phone : ext 5725
E-mail: aaron.gazley@vuw.ac.nz
Office Hours: Thursday 10:30-11:30
Friday 1:30-2:30

Trimester Dates

Monday 7 July to Saturday 8 November 2008.

Class Times and Room Numbers

Starting from the 9th of July, classes for MARK 203 will be held from 11:30am-1:20pm every Wednesday and from 11:30am-12:20pm every Friday in RHLT1.

Computer Labs

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

Introduction to Statistical Computing	Week 3
Computer Session 1 (Assignment)	Week 5
Computer Session 2 (Assignment)	Week 7
Computer Session 3	Week 9
Computer Session 4	Week 11

Please choose one computer lab stream. Computer labs will be held in RWW102. The timings for these computer labs are as follows:

RWW 102	Wednesday 1:40-2:30 PM
RWW 102	Wednesday 2:40-3:30 PM
RWW 102	Thursday 10:30-11:20 AM
RWW 102	Thursday 11:30AM-12:20 PM
RWW 102	Friday 10:30-11:20 AM
RWW 102	Friday 12:40-1:30 PM

Course Content

Week	Topic	Text	Project
1	Introduction	Ch 1	Form Groups
2	Research Process Decision/Research Problem	Ch 2 and 4	Choose Topic <i>Submit Topic to Lecturer</i>
3	Research Design/Qualitative Research	Ch 3, 5 and 6	Topic Feedback
4	Qualitative Research	Ch 5 and 6	Prepare Interview Guide
5	Quantitative Research	Ch 13, 14	Interviews
6	Measurement/Survey Planning	Ch 7 and 8	Interviews
7	Survey Design/Quantitative Analysis	Ch 9 and 16	<i>Submit Individual Component Questionnaire Design</i>
8	Conjoint (Design)	Ch 19	Progress Discussion
9	Conjoint (Analysis)	Ch 19	Progress Discussion Data Collection
10	Conjoint		Data Collection
11	Sampling/Experimental Design	Ch10 and 11	Data Analysis/ Write Report
12	Revision		Write Report

Course Objectives

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.

Expected Workload

Students should generally spend up to 14 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

Set 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.

Materials and Equipment

Silent non-programme calculators will be permitted in the examination.

Assessment Requirements

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

Project	Date	Value
Final Report	10 th Oct,2007	20%
Progress Report – Individual Assignment	3 rd Sept, 2007	15 %
Case Study	1 st Aug, 2007	5%
Computer Assignment 1	15 th Aug	10%
Computer Assignment 2	19 th Sept	10%
Final Examinations	15 Oct – 11 Nov	40%
Total		100%

Case Study

This involves a report on a case involving focus group transcripts. This is due on Friday August 1. Details will be handed-out in class.

Computer assignments

The computer labs in weeks 5 and 7 have an assignment attached to them. These will be handed-out in the computer labs, and are due on Friday August 15 (for week 5) and Friday September 19 (for week 7).

Group Project:

Groups are to be formed at the end of the first week. Students who are not present on that day will be randomly assigned to groups. Each group member is expected to contribute equally to the project. **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 project proposal of half a page on the 16th July stating the purpose and objective of the study. Groups will be required to meet the Lecturer in the 4th Week and either the 8th or 9th Week, during class time. It will be ideal for all the group members to meet the Lecturer together at the same time.

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 two interviews. Each group member is expected to transcribe their interviews and content analyse these transcripts. **Each group member will submit an individual report on Wednesday 3rd 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 needs to be 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 transcripts)

Group Component: Each group is required to submit a final report on the last day of Semester, Friday 10th October 2007. This section should incorporate a summary of the individual work in addition to the group component. 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

Students with examinations are obliged to be present at university until the end of the examination period. **Examination dates for trimester two: Friday 17 October to Saturday 8 November 2008.**

Penalties

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

Mandatory Course Requirements

To obtain terms in MARK 203, students must:

- Attend the Computer Labs.
- Submit the Computer Assignments.
- 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 these requirements will jeopardise your ability to accumulate sufficient marks to pass the course.

Communication of Additional Information

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.

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.

Use of Turnitin

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.victoria.ac.nz/home/about/policy/students.aspx

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

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

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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.