

School of Marketing and International Business

MARK 409 Dissertation

Trimester Two 2008

COURSE OUTLINE

Names and Contact Details

James Richard – Lecturer and Course Co-ordinator

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My office hours are:

Tuesdays 10:30 am – 12:30 am

Other times by appointment

Other support team members:

Professor Ashish Sinha

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Trimester Dates

Monday 7 July to Saturday 8 November 2008

Class Times and Room Numbers

Format: Two hours lecture and seminar

Lectures: Monday 09:30 – 11:20 – Rutherford House – G03

Course Content

Students complete an individual research project on a selected aspect of marketing. 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.

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.

Week	Discussion Topics	Suggested Milestones
1	Where are you? Thinking ahead. What you will do with your data once you have it. Preparing to write a dissertation (Jim)	Literature review complete? Questionnaire complete? HEC approval?
2	Revision. Data Entry. Data Cleaning. Univariate Analysis. Using SPSS, Word, and Excel tables and figures to best advantage. (Ashish)	
3	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? (Ashish)	Data Collected?
4	Structural equation modelling (regression and other models). (Ashish)	Data Collected? Data Cleaned? Univariate Analyses?
5		Data Cleaned? Univariate Analyses?
6	Writing and editing for impact 1 (Jim)	Measurement scales created and evaluated?
7	Writing and editing for impact 2 (Jim)	
8		Analysis underway?
9		
10		Analysis complete? Results section complete?
11	Optional statistical analysis clinic	Analysis complete? Results section complete?
12		Thesis DRAFT complete?
13		Rewrite
14		
15		Submit

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

Course Objectives

This is reported in a dissertation of between 10,000 and 12,000 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. On completion of this course, participants will be able to:

- Choose a viable research topic
- Plan and manage a significant research project
- Understand the role of a research supervisor
- Determine the appropriate methodology for the research
- Understand the elements of writing a research paper
- Write up the dissertation using the appropriate structure and format
- Provide a contribution to the general marketing research domain

Expected Workload

The course comprises independent work under the supervision of a staff member, together with informal class sessions and discussions. Participants are expected to spend an average of 18 hours per week on the various activities associated with MARK 409.

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.

Assessment Requirements

MARK 409 is assessed solely on the basis of the dissertation.

Dissertation Due date

The dissertation due date is Friday 31 October. No extension will be considered.

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.

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.