

School of Marketing and International Business

MARK 203 MARKET RESEARCH

Trimester One 2009

COURSE OUTLINE

Names and Contact Details

Lecturer: Aaron Gazley
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Office Hours: Thursday 1:30-3:30

Trimester Dates

Monday 2 March to Wednesday 1 July 2009

Class Times and Room Numbers

Classes for MARK 203 will be held from 10:30am-12:20pm every Monday and from 10:30am-11:20am every Wednesday 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 4	23 Mar - 27 Mar
Computer Session 1 (Assignment)	Week 6	6 Apr - 9 Apr
Computer Session 2 (Assignment)	Week 7	27 Apr - 1 May
Computer Session 3	Week 9	11 May - 15 May
Computer Session 4	Week 11	25 May - 29 May

Times and location will be provided.

Withdrawal dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Course Content

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 plans – 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.

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 and 5	Topic Feedback
4	Qualitative Research	Ch 5 and 6	Prepare Interview Guide
5	Quantitative Research (Survey design, Scales)	Ch 7, 8 and 9	Interviews
6	Quantitative Analysis (Cross-tabs, Chi-squares, Correlation)	Ch 13, 14 and 16	Interviews
7	Quantitative Analysis (Regression)	Ch 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	Sampling/Experimental Design	Ch 10 and 11	Data Collection
11	Revision		Data Analysis/ Write Report
12	Revision (No class Monday)		Write Report <i>Submit</i>

Course Learning Objectives

By the end of this course, students should be able to: (how these objectives will be assessed are in parentheses)	
1	Identify research problems in Marketing (Project, Final Examination)
2	Design and implement qualitative and quantitative research to assist in making marketing decisions (Project)
3	Analyse quantitative and qualitative data (Case study, Lab Assignments, Project, Final Examination)
4	Communicate marketing research results (Case Study, Project, Lab Assignments, Final Examination)

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: Recommended 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-programmable calculators are permitted in the final examination.

Assessment Requirements

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

Assessment	Due Date	Value
Individual Assignment	29 th April	20%
Final Group Report	5 th June	20%
Case Study	3 rd April	10%
Computer Assignment 1	4 th May	5%
Computer Assignment 2	18 th May	5%
Final Examinations	12 th Jun – 1 st Jul	40%
Total		100%

All assessment should be handed in to the MARK 203 box on the Mezzanine floor in Rutherford House by 5pm on the due date.

Case Study

This involves a report on a case involving focus group transcripts. This is due on Friday 3rd April; details will be handed-out in class.

Computer assignments

The computer labs in weeks 6 and 7 have an assignment attached to them. These will be handed-out in the computer labs, and are due on Monday May 4 (for week 6) and Monday May 18 (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 9th March stating the purpose and objectives of the study.

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 be assessed individually.

Each group member will submit an individual report on Wednesday 29th April 2009.

Format of the Individual Report

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: This section should incorporate a summary of the individual work in addition to the group component. Assessment will be based on the quality of the submitted report and all group members will receive the same mark given that the assumption is that all students will contribute to this assignment equally.

Each group is required to submit a final report on the last day of Trimester, Friday 5th June 2009.

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

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

Examination dates for trimester one: Friday, 12 June to Wednesday, 1 July 2009 (inclusive)

Penalties

There will be a penalty of 5% for each day of late submission. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the Course Coordinator.

Mandatory Course Requirements

To obtain terms in MARK 203, students must:

1. Attend all the required computer labs.
2. Submit assessments as outlines in the assessment section.
3. Obtain 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.

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.