

School of Marketing and International Business

MARK405
RESEARCH METHODS IN MARKETING

Trimester 1 2009

COURSE OUTLINE

Contact Details

Professor Ashish Sinha, School of Marketing and International Business
Room 1120, Rutherford House (23 Lambton Quay)
Telephone: 463 6953, Fax: 463 5231, E-mail: ashish.sinha@vuw.ac.nz

Office hours for MARK405 are:
Wednesdays 1:00 – 2:00pm
Other times by appointment

Trimester Dates

The trimester dates are Monday 2 March to Wednesday 1 July 2009.

Class Times and Room Numbers

Lectures/workshops, Thursday 1:40 – 4:30pm, RHG01 and
Computer lab sessions (location to be advised).

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Course Learning Objectives

MARK405 is designed to introduce Honours students in Marketing to the principles and practice of research. The course covers the fundamentals of the research process, the statistical analysis and modelling of data, and qualitative approaches to research, all with a focus on issues specific to marketing.

Please note: The Honours Marketing programme is dissertation based. Students conduct research and turn in a completed dissertation at the end of the second semester (MARK409).

Two primary objectives of MARK405 are for students to have:

- A completed Proposal for Research at the end of the first semester,
- Gained approval from the Faculty Ethics Committee to conduct the research (if required).

	By the end of this course, students should be able to:	How the objective will be Assessed
1	Comprehend the different marketing methodologies used in literature.	Research Proposal Part 1 and Part 2
2	Critique research output in the marketing literature from a philosophical and methodological point of view.	Research Proposal Part 1 and Part 2
3	Summarise the uses and limitations of common tools for analysing qualitative and quantitative data.	Content Analysis, Research Proposal Part 2, Statistical Assignments
4	Analyse data to aid decision-making.	Statistical Assignments
5	Plan, design, conduct and effectively report research in marketing.	Research Proposal Part 1 and Part 2

Course Content

Class sessions will generally consist of lectures, discussions and some computer laboratory sessions. All students are expected to take active roles in the discussions. You should plan on attending *each* class session, and on being thoroughly prepared to discuss any analyses that have been assigned. Active and thoughtful participation is expected during the class meetings.

The following topics will be covered during the trimester:

- Research Approaches
- The Research Process and Problem Formulation
- Setting Research Objectives
- Conceptual Model Development and Formulating Hypotheses/Propositions
- Research Design
- Data Collection Methods and Forms
- Sample Design
- Data Analysis (quantitative and qualitative)
- Hypothesis Testing

Expected Workload

In MARK405 you will be expected to devote about 10 hours per week of independent study to this course.

- 1) attend 3 hours of class per week
- 2) read assigned articles and book chapters - 4 hours per week
- 3) Preparation of Research Proposal – 3 hours per week

Schedule for MARK 405

Dates	Topic and Readings
5 th March (Week 1)	Course Introduction Introduction to the Research Process Research Tools and Resources
12 th March (Week 2)	Research Methods
19 th March (Week 3)	Introduction to Business Research
26 th March (Week 4)	The Research Process and Problem Formulation
2nd April (Week 5)	Research Design Quantitative and Qualitative Research Designs
9 th April (Week 6)	Part 1 Presentations
30 th April (Week 7)	Human Ethics Committee Application – Dr. Janet Carruthers Qualitative Research Methods Focus Groups, Content Analysis
7 th May (Week 8)	Quantitative Research Methods – Experimental Design
14 th May (Week 9)	Data Analysis
21 st May (Week 10)	Data Reduction Methods and Reliability Analysis
28 th May (Week 11)	Part 2 Presentations (Seminars)
4 th May (Week 12)	Regression Analysis ANOVAS

Readings

Course Text: Cavana, R., Delahaye, B. and Sekaran, U. (2001), *Applied Business Research*, John Wiley & Sons.

In addition a set of articles published in the marketing literature will be used to support course content. Relevant material from *SPSS: Analysis Without Anguish*, Coakes, S. J and L. G. Steed, (2001) (a computer programme manual) will be provided for the computer lab sessions.

Assessment Requirements

The course will be assessed on the basis of 100% coursework. The coursework consists of 6 assignments:

Assignment	Due date	Percentage of final mark
Research Proposal – Part 1 (verbal and written)	Verbal: Thursday 9 April 2009	5%
	Written: Thursday 30 April 2009 in class	20%
Research Proposal – Part 2 (seminar presentation)	Thursday 28 May 2009	10%
Research Proposal – Part 2 (written)	Friday 5 June 2009 in class	30%
Content Analysis	Thursday 30 April 2009	5%
Statistical Research Exercises (3)	Friday 12 June 2009	20%
Class Participation		10%

Penalties

Late work will be accepted without penalty with good reason (e.g., a medical certificate) and prior permission. In other cases, five marks will be deducted (out of 100) for each day, or part day, the assignment is late.

Mandatory Course Requirements

To meet mandatory course requirements in MARK 405, students must submit all of the assigned work as outlined in the course outline.

VERY IMPORTANT: You must have a prospective supervisor for your Research Proposal by **Friday 20th March 2009**. Please email the name of your supervisor by **4pm on Friday 20th March 2009 or earlier**.

Communication of Additional Information

Announcements regarding assignment due dates will be made in class and via e-mail. Data files for the research exercises cases will be distributed via e-mail. Please make sure that I have your up-to-date e-mail address and that your account has sufficient space available to receive the data files.

Guidelines for written assignments

SMIB recommends that students use the APA method of referencing material in written work described in detail in Publication Manual of the American Psychological Association, 5th ed. (Washington, DC: American Psychological Association, 2001).

<http://www.vuw.ac.nz/ibproject/referencing.htm>. There are also useful websites offering APA guidelines (e.g. Cornell University Library, Purdue University).

Statistical software

We will use the SPSS software, version 16.0, for in-class examples. This software is available on the student machines.

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 on the ground floor (EA005). This counter is the first point of contact for:

- 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.

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 mis-referencing, 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.