

School of Marketing and International Business

MARK 253 MARKET RESEARCH (DISTANCE)

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

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Office Hours: Thursday 1:30-3:30

Trimester Dates

Teaching Period: Monday 13 July to Friday 16 October 2009
End of Year Study Period: Monday 19 October to Monday 26 October 2009
Examination Period: Tuesday, 27 October to Saturday 14 November 2009 (inclusive)

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal dates: Information available via

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

Class Times and Room Numbers

As this is a distance course, there are no class times

Students will be required to attend a computer lab session in Wellington on the 19th of September, from 10 am to 4pm. Exact location will be advised.

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.

The course is divided into 10 Modules:

SECTION 1: Introduction to Market Research

Module 1.1 - Definition and use of Market Research, use of Market Research in Marketing Systems and Marketing Planning, Research Ethics, Market Research Process

Module 1.2 - Problem Definition, Decision Trees, Decision-Making

Module 1.3 - Research Design, Secondary Data

SECTION 2: Qualitative Research

Module 2.1 - Group and Individual Techniques, Interview Guide

Module 2.2 - Focus Groups, Depth Interviews, Data Analysis, Report Writing

SECTION 3: Quantitative Research

Module 3.1 - Measurement, Scaling, Questionnaire Design

Module 3.2 - Cross-Tabs, Chi Squares, Correlations

Module 3.3 - Regression

Module 3.4 - Conjoint

SECTION 4: Wrap-up

Module 4.1 – Sampling, Course Overview, Revision Exercises

Course Learning Objectives

By the end of this course, students should be able to:

1. Identify research problems in Marketing
2. Design and implement qualitative and quantitative research to assist in making marketing decisions
3. Analyse quantitative and qualitative data
4. Communicate marketing research results

Course Delivery

As this is a distance course, all course content is located on your DVD, as well as in Blackboard on the course website.

DVD

Instructions on how to run the DVD are provided in the cover

Blackboard

Once you are into your course, you can navigate around using the left hand panel (main menu).

Below is an outline of the main menu items in the flexible MARK 253 site.

<i>Assessment</i>	Details of Internet exercises, discussion board postings and tests.
<i>Discussion</i>	Used to post queries, problems and feedback, as well as for participating in the mandatory online discussions.
<i>Staff</i>	Contact details of staff involved in the course.
<i>FAQ</i>	Provides some information regarding commonly encountered queries.
<i>Gradebook</i>	Will eventually contain your assessment grades.
<i>Tools</i>	Personal tools. Also where you'll find the online Blackboard manual.
<i>Feedback</i>	Where you give your anonymous feedback for the course.

Additional Blackboard Help

For more information on using Blackboard, have a look at the Blackboard Learning System *Student Manual*, available at http://company.blackboard.com/docs/cp/learning_system/release6/student/

Expected Workload

Students should generally spend up to 12 hours per week on MARK 253, which includes watching the video lectures, reading the textbook, going over material on Blackboard, discussion board posting and working on your assignments. It is vital that you meet all mandatory course requirements according to established dates and times.

Group Work

Your major projects include a group work component. In the first week you will be required to sign up to a topic. For Part 1, the group will decide on the problem and develop an interview guide. Data collection and analysis will be conducted individually and students will each submit a report. For Part 2, the group will develop a survey instrument and collect data. Data analysis will then be conducted individually and students will each submit a report. Each group member is expected to contribute equally for the group component of the project. Each piece of work will be assessed individually

For details, please refer to the 'Terms Requirements and Assessment' section of the 'Assessment' folder in Blackboard.

Readings

Required Text: Malhotra, N. (2009), *Basic Marketing Research: A Decision-Making Approach*, Pearson, Upper Saddle River, Third Edition.

Materials and Equipment

Students will also need to obtain a copy of SPSS – this comes bundled with the textbook.

Silent non-programmable calculators will be allowed in the final exam

Assessment Requirements

Assessment for MARK 253 is comprised of weekly compulsory discussion board postings, a major project (divided into two parts), a computer lab assignment and a final examination. For details please refer to the 'Terms Requirements and Assessment' folder in Blackboard.

Assessment	Due Date	Value	Objective(s) Assessed
Major Project (Part 1: Qualitative)	9 th Sep	20%	1,2 and 4
Major Project (Part 2: Quantitative)	16 th Oct	20%	
Computer Assignment	29 th Sep	10%	3 and 4
Final Examination	27 th Oct – 14 th Nov	50%	1, 3 and 4
Total		100%	

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examinations

The final examination for this course will be scheduled at some time during the period from Tuesday 27 October to Saturday 14 November 2009.

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 co-ordinator.

Mandatory Course Requirements

The course requirements for MARK 253 are:

- Contribute to **all** 10 compulsory discussion boards and you must not post late for more than 2 of these discussions.
- Complete all prescribed assessment as outlined in the assessment section.
- Sit the final examination during the examination week.
- Achieve at least 40% in the final examination.

Communication of Additional Information

For any course content related questions or course administration queries or problems, including Blackboard issues, please first go into the appropriate **Discussion**, as solutions or hints to these queries are often provided by your classmates and tutors will be overseeing and facilitating these discussions. For unresolved queries relating to the above issues, contact Aaron Gazley, the MARK 253 Course Coordinator, email: aaron.gazley@vuw.ac.nz.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/

APPENDIX

Information for Distance Students 2009

These guidelines have been prepared for distance students enrolled in MARK 253. **It is important that you read them thoroughly as they contain crucial information.**

Step-by-Step How to Get Started

1. Please put the DVD into your Drive. If the 'What do you want Windows to do' pops up – just click cancel.
2. Open up the DVD.
3. Drag the VicDistance folder onto your desktop (there are two applications that need to be kept together).
4. Open the VicDistance folder onto your Desktop (there are two applications that need to be kept together).
5. Click on the 'Getting Started' button which is above the image of the lecturer.
6. Follow the instructions in Getting Started and watch all the introductory videos. Please follow all instructions (including clicking the 'Access Blackboard' button – see below – plus 'Key Dates' and 'Announcements').

Logging into Blackboard:

Log on using your SCS username and password.

a. **SCS username**

The *username* is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short first name). If the username already exists a number is added.

eg Darren Hay - haydarr, or haydarr1 etc. **Your username is printed on your confirmation of study form**

b. **SCS password**

Your initial password is your student ID number.

When you log-on for the first time you must change your password for all the services to work. This is necessary for the security of your account. More information on changing your password is available via the password link at the top of any SCS webpage.

Once you have logged into Blackboard, select your course from under *My Courses*.

- c. If you are experiencing problems with logging onto Blackboard, contact SCS (ITS Helpdesk) normally by phone first (as this will tend to be the quicker option):

via Phone - available 8.00am-5.30pm weekdays (except during a staff meeting 3.00pm-4.00pm on Thursdays).

(04) 463 5050 - off campus

5050 - on campus

You can access all this information online at <http://www.vuw.ac.nz/scs>

via Email- emails will be answered between 10.00am-4.00pm weekdays

scs-help@vuw.ac.nz

7. Once you have completed the 'Getting Started' section please begin the course. Module 1.1 is in Section 1: *Introduction to Marketing*. You access it by clicking the *Customer* button near the top left corner.

Library Services

Look at the library website to see what the library offers for distance students

<http://www.vuw.ac.nz/library/services/distance/>.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

Lending Services

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

To make a request for books or journal articles, complete the electronic form at:

<http://www.vuw.ac.nz/library/services/distance/request.shtml>

or

Contact the Distance Lending Services:

Email: lending-distance@vuw.ac.nz

Telephone: 0800 700002

Fax: (04) 4636663

Post: Lending Services (Distance)

Victoria University of Wellington Library

PO Box 3438

Wellington

Access to Online Databases

You can search for journal articles using the online databases at

<http://distance.scs.vuw.ac.nz/sites/>. Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once).

For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at

<http://www.vuw.ac.nz/library/services/ask>

Accessing Electronic Journals

1. To access electronic journals which the University subscribes to, follow these steps:
Search for the journal on the Online Library Catalogue
(<http://victoria.conzulsys.ac.nz/>)
2. If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field. Make a note of the database.
3. Go to the online databases page for off-campus students
(<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.
4. You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
5. You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.

Submitting Assignments

Please follow the guidelines below when submitting your assignments:

Electronic Submission

Requirements for electronic documents:

- Files to be saved in Microsoft Word (.doc) Page size to be set at A4
- Margins to be at least 2cm (preferably 5cm for the left margin)
- 1.5 line spacing
- 12 point font size
- Include page numbers
- Include a title page which shows the course number and name, your name, the course lecturer, the title of the assignment, and the date the assignment is due
- Provide a word count at the end of the assignment

Please go to the **Assessment** section in the main menu in Blackboard for more information.