

School of Marketing & International Business

MARK 409 DISSERTATION

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator: Associate Professor Kim Fam
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Other support team members:

Professor Ashish Sinha
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Dr James Richard
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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

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

Class Times and Room Numbers

Format: Two hours lecture and seminar
Lectures: Tuesday 13:40 – 15:30 – Rutherford House – G02

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 (Ashish Sinha) Revision. Data Entry. Data Cleaning. Univariate Analysis.	Literature review complete? Questionnaire complete? HEC approval?
2	Using SPSS, Word, and Excel tables and figures to best advantage. (Ashish Sinha)	
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 Sinha)	Data Collected?
4	Structural equation modelling (regression and other models). (James Richard)	Data Collected? Data Cleaned? Univariate Analyses? Data Cleaned?
5	Writing and editing for impact 1 (James Richard)	Univariate Analyses? Measurement scales created and evaluated?
6		
7		
8		Analysis underway?
9		
10		Analysis complete? Results section complete?
11	Optional statistical analysis clinic (James Richard)	Analysis complete? Results section complete?
12		Thesis DRAFT complete?
13		Rewrite
14		
15		Submit 30th October (12pm)

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

Course Learning Objectives

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

1. Identify a viable research topic
2. Plan, design and manage a significant research project (under supervision)
3. Determine the appropriate methodology for the research
4. Write up research using the appropriate structure and format
5. Make an original 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

The course learning objectives are assessed in the 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. MARK 409 is assessed solely on the basis of the dissertation (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.

Penalties

Late submission of the final dissertation is likely to result in delayed reporting of the final results for the Honours degree.

Mandatory Course Requirements

Students must submit the final dissertation.

Dissertation Due date

The dissertation due date is Friday 30th October 2009. No extension will be considered.

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/