

School of Marketing and International Business

MARK 203 Market Research

Trimester One 2010

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator: Aaron Gazley (teaching weeks 1, 2, 8-12).
Office: RH 1103
Phone: 463 5725
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Office Hours: Tuesday: 10:30-12:30

Lecturer: LayPeng Tan (teaching weeks 3-7)
Office: RH 1126
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Office Hours: Thursday: 4:30 – 5:30pm

Trimester Dates

Teaching Period: Monday 1st March – Friday 4th June 2010
Study Period: Monday 7th June – Thursday 10th June 2010
Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive)

Withdrawal from Courses:

Information available via

Withdrawal dates: Late withdrawals with Associate Dean (Students) permission
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Withdrawal dates: refunds:

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

Class Times and Room Numbers

MARK 203 consists of a combination of lectures, workshops and computer labs.

Lectures

Lectures for MARK 203 will be held from 11:30am - 12:20pm every Monday and Friday in RHLT1.

Workshops

Workshops will consist of practical exercises and working on your major projects. These will be held from 12:30pm-1:20pm in RHLT1 after the Monday lecture on the following days:

Week 2: March 8

Week 3: March 15

Week 9: May 10

Week 12: May 31

Tutorials/Computer Labs

You will need to sign up to a tutorial/computer lab through S-cube during the first week of the course. Further instructions will be available on Blackboard.

Tut 1: Interview Guide Development	Week 4	22Mar - 26Mar
Tut 2: Interview Analysis	Week 5	29Mar - 2Apr
Lab 1: Intro to SPSS	Week 6	19Apr - 23Apr
Lab 2: Cross-tab/Chi Square (Assignment)	Week 7	26Apr - 30Apr
Lab 3: Correlation/Regression (Assignment)	Week 8	3May - 7May
Lab 4: Conjoint	Week 10	17May - 21May
Lab 5: Project Help	Week 11	24May - 28May

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.

Week	Day	Type	Week Starting	Topics	Text Chapter
Week 1	Mon	Lecture	1-Mar	Course overview, Introduction	1
	Fri	Lecture		Introduction to Market Research, Ethics	1
Week 2	Mon	Lecture	8-Mar	Decision problem, Bayesian Decisions	2
	Mon	Workshop		Groups and Topic	
	Fri	Lecture		Bayesian Decisions Continued	
Week 3	Mon	Lecture	15-Mar	Research Design, Secondary Data	3,4,5
	Mon	Workshop		Decision Tree, Attributes	
	Fri	Lecture		Qualitative Research (Interviews and Focus Groups)	6
Week 4	Mon	Lecture	22-Mar	Qualitative Research (Interview Guide)	
	Fri	Lecture		Other Qualitative Techniques	7
		Tutorial 1		Interview Guide	
Week 5	Mon	Lecture	29-Mar	Qualitative Research (Analysis)	
	Fri			No Class - Good Friday	
		Tutorial 2		Interview Analysis	

Break			5-Apr		
			12-Apr		
Week 6	Mon	Lecture	19-Apr	Introduction to Quantitative Research: Measurement and Scaling	9,10
	Fri	Lecture		Designing Surveys	11
		Lab 1		Introduction to SPSS	
Week 7	Mon	Lecture	26-Apr	Descriptive, Frequency Counts, Cross-Tabs	16
	Fri	Lecture		Cross Tabs/Chi Square	16
		Lab 2		Correlation	18
Week 8	Mon	Lecture	3-May	Regression	18
	Fri	Lecture		Regression	18
		Lab 3		Correlation and Regression	
Week 9	Mon	Lecture	10-May	Conjoint Setup	
	Mon	Workshop		Survey Development	
	Fri	Lecture		Conjoint Set-up/Analysis	
Week 10	Mon	Lecture	17-May	Conjoint Analysis	
	Fri	Lecture		Conjoint Calculations	
	lab	Lab 4		Conjoint	
Week 11	Mon	Lecture	24-May	Experimental Design	8
	Fri	Lecture		Sampling	12,13
	lab	Lab 5		Project Help	
Week 12	Mon	Lecture	31-May	Revision	
	Mon	Workshop		Revision	
	Fri	Lecture		Exam Details	

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

MARK 203 consists of a combination of lectures, workshops, tutorials and computer labs. The purpose of the workshops and tutorials is to practically apply the material learnt in lectures, while the computer labs are designed to introduce you to the use of SPSS to analyse quantitative market research data.

Expected Workload

Students should generally spend up to 10-12 hours per week on MARK 203, which includes attending lectures, workshops, tutorials, labs, working on the project, reading the textbook and going over material on Blackboard.

Group Work

The second part of the major project contains group work. For more details please see the assessment section of this outline and on Blackboard.

Readings

Required Text:

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

Materials and Equipment

A silent non programmable calculator will be allowed in the final examination.

Assessment Requirements

MARK 203 is assessed by an external examination (50%) and internal work (50%). The assessment is structured as follows:

Assessment	Due Date	Value	Objectives Assessed
Major Project:			
a) Individual Component	Fri Apr 23	20%	1,2,4
b) Final Group Report	Fri Jun 4	15%	
Computer Lab Assignment	Fri May 14	15%	3,4
Final Examination	11 Jun – 30 Jun	50%	1,3,4
Total		100%	

All assessment should be handed in by 4:30pm on the due date to the MARK 203 box on the Mezzanine floor in Rutherford House.

Computer assignment

The computer labs in weeks 7 and 8 have an assignment attached to them. These will be handed-out in the computer labs. It is recommended that you work on each part immediately after each lab. The full assignment covering both labs will be due May 14th.

Major Project:

Groups are to be formed in class during the second 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. The course co-ordinator reserves 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 12th March stating the purpose and objectives of the study.

The Major 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 Friday 23rd April 2009.

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 on the assumption that all students will contribute to the assignment equally

Each group is required to submit a final report on the last day of Semester, Friday 4th June 2009.

More comprehensive details on the major project can be found in the assessment section of Blackboard – make sure you check this.

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

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

The final examination for this course will be scheduled at some time during the period from **Examination Period: Friday 11th June – Wednesday 30th June 2010.**

Penalties

There will be a penalty of 10% (out of 100) for each day a piece of assessment is submitted late. You must contact the course co-ordinator in advance, and have a valid reason (e.g. medical certificate) if you wish to apply for an extension.

Late assignments should be submitted to SMIB reception on the 11th floor of Rutherford House.

Mandatory Course Requirements

To obtain mandatory course requirements in MARK 203, students must:

1. Attend the computer labs in Week 7, 8 and 10.
2. Attend three of the remaining four labs/workshops.
3. Submit all prescribed assessment.
4. Attain 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 mandatory course requirements will jeopardise your ability to accumulate sufficient marks to pass the course.

CLASS REPRESENTATIVE

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Additional information will be provided via Blackboard.

Use of Turnitin

The following words below (modified as necessary for particular circumstances) should be added to the section on plagiarism when work submitted by students is likely to be checked by 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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

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>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

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