

School of Marketing and International Business

MARK 405 METHODOLOGY IN MARKETING

Trimester One 2010

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator: Aaron Gazley
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Office Hours: Tuesday 10:30 - 12:30

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/withdrawlsrefunds.aspx>

Class Times and Room Numbers

Lectures/workshops, Tuesday 12:40 – 3:30pm, RWW128 and
Computer lab sessions (location to be advised).

Course Content

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.

Schedule for MARK 405

Dates	Topic and Readings
2 nd March (Week 1)	<i>Course Introduction</i> Introduction to the Research Process Research Tools and Resources
9 th March (Week 2)	Introduction to Business Research
16 th March (Week 3)	The Research Process and Problem Formulation
23 rd March (Week 4)	Research Design, Secondary Data
30 th March (Week 5)	Qualitative Research Methods: Focus Groups, Interviews, Content Analysis
20 th April (Week 6)	Part 1 Presentations
27 th April (Week 7)	Human Ethics Committee Application – Kate Dallenbach Quantitative Research Methods: Measurement, Scaling and Survey Design
4 th May (Week 8)	Introduction to Quantitative Data Analysis and SPSS: Cross-tabs, Correlation, Chi-Square
11 th May (Week 9)	Experimental Design, T-tests and ANOVAs
18 th May (Week 10)	Data Reduction Methods and Reliability Analysis
25 th May (Week 11)	Part 2 Presentations (Seminars)
1 st June (Week 12)	Regression Analysis

Course Learning Objectives

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:

1. Comprehend the different marketing methodologies used in literature.
2. Critique research output in the marketing literature from a philosophical and methodological point of view.
3. Summarise the uses and limitations of common tools for analysing qualitative and quantitative data.
4. Analyse data to aid decision-making.
5. Plan, design, conduct and effectively report research in marketing.

Course Delivery

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.

Expected Workload

In MARK 405 you will be expected to devote 10-12 hours per week of independent study to the course, including: attending class, reading assigned articles/book chapters, preparation of the research proposal and other assessment.

Group Work

There is no assessed group work in MARK405.

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.

Materials and Equipment

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

Assessment Requirements

The course will be assessed on the basis of 100% coursework.

Assignment	Due date	Percentage of final mark
Research Proposal – Part 1 (verbal and written)	Verbal: Tuesday 20 April, in class	5%
	Written: Tuesday 27 April, in class	20%
Research Proposal – Part 2 (seminar presentation)	Tuesday 25 May, in class	10%
Research Proposal – Part 2 (written)	Friday 4 June, in class	30%
Content Analysis	Tuesday 4 May, in class	10%
Statistical Research Exercises (3)	Friday 11 June	15%
Class Participation	Ongoing	10%

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 work will be accepted without penalty with good reason (e.g., a medical certificate) and prior permission. In other cases, 10 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 19th March. Please email the name of your supervisor by 4pm on Friday 19th March 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.

Use of Turnitin (if applicable)

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/avcademic/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/