

School of Marketing and International Business

MARK 409 DISSERTATION

Trimester Two 2010

COURSE OUTLINE

Names and Contact Details

Dr. Micael-Lee Johnstone

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Email or phone the coordinator to make an appointment time.

Other support members

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Trimester Dates

Teaching Period: Monday 12th July – Friday 15th October 2010

Study Period: Monday 18th October – Thursday 21st October 2010

Examination Period: Friday 22nd October – Saturday 13th November 2010 (inclusive)

Withdrawal from Courses:

Your fees will be refunded if you withdraw from this course on or before **23 July 2010.**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e.

Friday 24 September. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute

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

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

Class Times and Room Numbers

Lectures

Friday 09.30 – 12.20 RWW413

Commencing 16 July 2010

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 problems 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.

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.

Dissertation Due date

The dissertation due date is **Friday 29th October 2010, 4pm**. Two hard copies must be handed in to the 11th floor reception staff, along with an electronic copy (refer to the *Assessment Requirements* section below).

Course Delivery: *This is a tentative schedule, which is subject to change.*

Week	Discussion Topics	Suggested Milestones
1	Where are you? Thinking ahead. What will you do with your data once you have it? Preparing to write a dissertation (Micael-Lee Johnstone) .	Literature review complete? Questionnaire complete? HEC approval?
2	Critically reviewing the questionnaire and interview guide (Micael-Lee Johnstone) .	
3		Data Collected?
4		Data Collected?
5	Analysing qualitative data (Micael-Lee Johnstone) .	Data Collected?
6	Using NVivo. Analysing qualitative data (Micael-Lee Johnstone) .	Data Collected?
7	Revision. Data Entry. Data Cleaning. Univariate Analysis. Using SPSS, Word, and Excel tables and figures to best advantage. Measurement. What are you trying to accomplish? What does “coefficient alpha” mean? Where does Factor Analysis fit in?” (Lay Peng Tan) .	Data Cleaned? Measurement scales created and evaluated?
8	Structural equation modelling (regression and other models). What does measurement look like from a structural modelling perspective? (Aaron Gazely) .	Analysis underway?
9	Writing and editing for impact 1 (Micael-Lee Johnstone) .	Results section complete?
10		
11	Writing and editing for impact 2 (Micael-Lee Johnstone) .	Discussion section complete?
12		Thesis DRAFT complete?
13		Rewrite
14		
15		Submit 29th October (4pm)

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

Assessment Requirements

The course learning objectives are assessed in the dissertation, which typically includes 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%). The word limit is 10,000 words but this excludes the reference list and any supplementary documentation (e.g. HEC documentation, such as the

participation information sheet, the questionnaire, interview guide, and focus group moderator guide). In addition to submitting two hard copies to the School of Marketing & International Business, students must submit an electronic copy of their dissertation on CD. Electronic recordings, transcripts, questionnaire data must also be included on the CD.

Consent forms, electronic recordings and questionnaires (if hard copies were used) must be submitted to the supervisor for storage in accordance with the HEC guidelines.

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. Dissertations received after the deadline will have **10% deducted from the available grade, per day**. For example, a dissertation that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc.

Clear word limits have been set. Failure to adhere to these limits will incur a penalty of 5 marks of the total available grade for every 500 words that is over the limit. For example, a dissertation that is 500 words over the limit will lose 5% of the available grade (i.e. 78% becomes 73).

Mandatory Course Requirements

Students must submit the final dissertation.

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.

After the examination process, the dissertation will be held in the SMIB library for students and staff to access, and one copy will be given to the student's supervisor, along with the CD.

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 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/