

School of Marketing and International Business

MARK 203 Market Research

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Course Coordinator /Lecturer: LayPeng Tan
Office: RH 1126, Rutherford House
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E-mail: laypeng.tan@vuw.ac.nz
Office Hours: Tuesday 2.40 to 4.40pm, or by appointment

Administrator: Helen Hynes
Office: RH 1130, Rutherford House
Phone: 04-463 5529
E-mail: helen.hynes@vuw.ac.nz

Tutor Contact Details

Contact details for all tutors will be available on Blackboard.

Trimester Dates

Teaching Period: Monday 28 February – Friday 3 June

Study Period: Monday 6 June – Thursday 9 June

Examination Period: Friday 10 June – Saturday 2 July (inclusive)

Withdrawal from Courses

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
2. The standard last date for withdrawal from this course is 14 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *'Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation.

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

MARK 203 consists of a combination of lectures, tutorials and computer labs. Lectures take place twice a week on **Monday and Wednesday 3.40-4.30 pm** in RH LT1.

Tutorials/Computer Labs

There will be a total of two tutorials and five computer lab sessions (Please see course schedule for details). The first tutorial will be in week 3 of the trimester.

Tentative days and times for tutorials/lab will be placed on BlackBoard. Signing-up for tutorials will be through the S-cubed tutorial registration system. **S-cubed will open at 9.30am on Wednesday 2 March and close at 9.30am Monday 7 March.** Tutorial times and membership will be confirmed and finalised by week 2. Please contact **Helen Hynes** if you have any tutorial registration related enquiries.

Course Content

MARK 203 examines the key role of collecting, interpreting and analysing information to assist marketing managers in formulating marketing strategy. Market research methods and information technologies are covered in detail.

The emphasis of this course will be on developing analytical and logical skills required to undertake marketing research. This course will provide skills to translate conceptual understanding into specific operational plans – a skill in increasing demand in organisations today. This will involve learning the qualitative and quantitative methods to obtain consumer perceptions and attitudes, and the skills required to analyse these data.

A course schedule, including assigned readings, is provided on the following page. Please note that the course schedule and content may be subjected to minor modifications as the trimester progresses. Should this happen, announcements will be made via Blackboard or at the lectures.

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, tutorials and computer labs. The purpose of the tutorials is to practically apply the material learnt in lectures. The computer labs are designed to introduce you to Qualtrics and SPSS which are used to collect and analyse quantitative market research data.

Week	Starting	Topic	Tutorial (Key Activities)	Tut: Tutorial	Lab: Computer	Required Reading
1	28-Feb	INTRODUCTION Course introduction / The research process Issuance of major assignment	S-cube opens: 9.30am, 1-Mar closes: 9.30am, 7-Mar Tutorial times and membership will be finalised by 11-Mar. See Blackboard.			Ch1
2	7-Mar	REPORT & DEFINING THE PROBLEM Research report /Problem definition & research process	No Tutorial			Ch16, Ch2
3	14-Mar	RESEARCH DESIGN Exploratory : Qualitative research	T1 (Tut): Group formation. Major assignment. Brief research proposal			Ch3
4	21-Mar	Descriptive: Secondary and digital research /Observation	T2 (Tut): Problem definition.			Ch 4 & 6
5	28-Mar	Descriptive: Survey research	T3 (Lab): Qualtrics – Introduction & registration (You will need the Qualtrics access code in the text book) To submit to tutor for feedback: Brief research proposal (Group)			Ch5
6	4-Apr	Measurement / Questionnaire design	T4 (Lab): Qualtrics – Constructing Questionnaire			Ch8 & 9
7	11-Apr	PLANNING THE SAMPLE & COLLECTING THE DATA Sampling, editing & coding	(Lab) No Formal Tutorial – Project Consultation To finalise questionnaire for tutor’s feedback DUE: Preliminary research report (Individual) 10am, 11-April , Assignment Box, Rutherford House (Mezzanine)			Ch10 & 11
Mid-Trimester Break 18-29 April			Online data collection for project			
8	2-May	ANALYSING THE DATA Univariate statistical analysis	T5 (Lab): Qualtrics / SPSS - Introduction & Descriptive Statistics			Ch12
9	9-May	Bivariate statistical analysis: Tests of differences & association	T6 (Lab): SPSS T-Tests / One-Way ANOVA / Cross-tabulations			Ch13 & 14
10	16-May	Multivariate statistical analysis	T7 (Lab): SPSS Correlations / Regression			Ch15
11	23-May	RESEARCH DESIGN (Cont’d) Causal: Experimental research / Test marketing	(Lab) No Formal Tutorial – Project Consultation DUE: Lab Assignment (Individual) 10am, 23-May, Assignment Box, Rutherford House (Mezzanine)			Ch7
12	30-May	Revision / Exam preparation	No Tutorial DUE: Final research report (Group) 10am, 30-May, Assignment Box, Rutherford House (Mezzanine)			

Expected Workload

MARK 203 is a 15-point course. In keeping with this, students should plan to allocate roughly **10 hours** of study per week, over the 15-week trimester for MARK203. This time includes time preparing for and attending lectures, tutorials and computer lab sessions, preparing assignments and studying for the final examination.

It is vital that you come to all lectures, tutorials and lab sessions. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these **cannot** be used as a substitute for coming to lectures or tutorials/lab sessions. The lecture notes are only to provide a framework of the lectures.

Group Work

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

Readings

Required Text:

William G. Zikmund, Steve Ward (now D'Alessandro) and Hume Winzar (2011), *Marketing Research: Asia Pacific Edition*, Cengage, 2nd Edition. [ISBN-10: 0170183343 ISBN-13: 9780170183345]

http://www.cengage.com/aushed/instructor.do?disciplinenummer=1027&product_isbn=9780170183345&courseid=MK07&codeid=2A6A&subTab=New_to_this_Edition&mainTab=&mailFlag=true&topicName=

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates.

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 (55%) and internal work (45%). The assessment is structured as follows:

Assessment	Due Date	Value	Objectives Assessed
Major Assignment:			
a) Individual Component	10am, 11 April	20%	1,2,4
b) Final Group Report	10am, 30 May	15%	
Computer Lab Assignment (Individual)	10am, 23 May	10%	3,4
Final Examination (3 hours)	Exam Period	55%	1,3,4

Major Assignment:

Groups comprising of a maximum four students are to be formed during the tutorial in week 3. 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.

The major assignment involves a research project within the area of green marketing. It has two components: an individual preliminary research report and a group report. Detailed information about this assignment will be provided in a separate handout (Major Project Guide).

Individual Component: Individual Preliminary Research Report

Word limit: 2,500 words maximum

Each member of the group will be required to conduct some preliminary research based on the marketing problem identified by the group. This will include the use of qualitative research methods (primary data) and a literature review (secondary data). Each group member will be assessed individually.

Group Component: Group Research Report

Word limit: 4,000 words maximum

This report 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.

Computer Lab Assignment (Individual)

The computer labs in weeks 8 and 9 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.

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.

Final Examination

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 **Friday 10 June – Saturday 2 July 2011**.

Further information about final examination will be provided around Week 12.

Handing in of Assignments

All assignments are to be submitted into the MARK 203 Assignment Box, Mezzanine Floor, Rutherford House by the due date. Assignments handed in late must be date stamped and signed-in by the 11th floor reception staff. **Do NOT** slide them under doors or put them into the box after the due date.

Penalties

The following penalties apply in MARK 203:

Late assignments: Assignments received after the deadline will have 10% deducted from the available grade, per day. For example, an assignment that is two days late will lose 20% of the available grade (i.e. a 78% becomes a 58%). However, assignments received 7 days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course.

- Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 203 Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged **before** the due date.

Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of 5% for every 10% words over the limit. In other words, if the word limit is set at 3,000 words, a 5% penalty will be applied for every 300 words over the limit.

Mandatory Course Requirements

To pass MARK 203, students must, in addition to obtaining an overall course mark of at least 50%:

1. Attend the computer labs in Week 6, 8, 9 and 10.
2. Submit all assignments on time as outlined in the assessment section.
3. Obtain a minimum mark of 40% in the final examination.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made 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 University information is available on the MARK 203 Blackboard site. Additional information specific to MARK 203 will be communicated in class or on the MARK 203 Blackboard site. Please check Blackboard regularly.

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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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/