

School of Marketing and International Business

MARK 203 MARKET RESEARCH (BLENDED)

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Course Coordinator /Lecturer: Aaron Gazley
Office: RH 1103, Rutherford House
Phone: 04-463 5725
E-mail: aaron.gazley@vuw.ac.nz
Office Hours: Tuesday 11.00am to 12.00pm, or by appointment

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

Trimester Dates

Teaching Period: Monday 5 March – Friday 8 June
Study Period: Monday 11 June – Thursday 14 June
Examination Period: Friday 15 June – Wednesday 4 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May, 2012. 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

As this is a blended course there will be 2 one-off on-campus lectures only:

Introduction and Overview Lecture: Friday, 9 March only – RHLT1 – 5:30pm-6.40pm
Summary and Conclusion Lecture: Tuesday, 5 June only – RHLT1 – 5.30pm-6.40pm

There are no other on-campus lectures.

Video lectures are contained on your usb.

Tutorials/Computer Labs

There will be a total of 7 sessions - three tutorials and four computer lab sessions (Please see course schedule for details). The first tutorial will be in week 3 of the trimester. **Attendance at all sessions is mandatory.**

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 6.50pm on Friday, 9th March and close at 9.30am Wednesday, 14th March.** Tutorial times and membership will be confirmed during week 2. Please contact **Helen Hynes** if you have any tutorial registration enquiries.

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 video 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.

Expected Workload

MARK 203 is a 15-point course. In keeping with this, students should plan to allocate approximately **10 hours** of study per week, over the 15-week trimester (including mid-trimester break and exam revision) for MARK 203. This time includes time viewing and reviewing video lectures, attending tutorials and computer lab sessions, preparing assignments and studying for the final examination.

It is vital that you watch all video lectures and attend all tutorials and lab sessions.

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. See detailed schedule on next page.

Week	Starting	Topic	Tutorial (Key Activities)	Tut: Tutorial	Lab: Computer	Required Reading
1	5-Mar	<u>Introductory Lecture Fri 5:30 – 6:20pm RH1 LT1</u> <u>Module 1.1: Introduction</u> Course introduction / Introduction to Marketing Research/ The research process	S-cubed will open at 6.50pm on Friday, 9 th March and close at 9.30am Wednesday, 14 th March			Ch1
2	12-Mar	<u>Module 1.2: Defining the Problem</u> Research report /Problem definition	No Tutorial			Ch2
3	19-Mar	<u>Module 1.3: Research Design</u> Research Design and Secondary data	T1 (Tut): Group formation. Major assignment. Brief research proposal			Ch4
4	26-Mar	<u>Module 2.1: Exploratory Research (Qualitative) Part 1</u> Group and individual techniques/ interview guide	T2 (Tut): Developing and interview guide			Ch3
5	2-Apr	<u>Module 2.2: Exploratory Research (Qualitative) Part 2</u> Focus groups and In-depth interviews	T3 (Tut): Qualitative data analysis			Ch3
		<u>Mid-Trimester Break</u>				
6	23-Apr	<u>Module 3.1: Descriptive Research (Quantitative)</u> Measurement	No Tutorial DUE: Major Assignment (Individual) 4pm, Tue 24-Apr, Assignment Box, Rutherford House (Mezzanine)			Ch5 & 8
7	30-Apr	<u>Module 3.1: Questionnaire Design</u>	T4 (Lab): Qualtrics / Constructing Questionnaire			Ch9
8	7-May	<u>Module 3.2 (Part 1): Analysing the Data</u> Univariate statistical analysis	T5 (Lab): SPSS – Introduction and Descriptive Statistics			Ch12 (p 374-379)
9	14-May	<u>Module 3.2 (Part 2): Analysing the Data</u> Cross-tab/Chi-Square	T6 (Lab): SPSS - Cross-tab/Chi-Square			Ch12 (p395-400) Ch14 (p475-485)
10	21-May	<u>Module 3.2 (Part 3): Analysing the Data</u> Correlation and Regression	T7(Lab): SPSS – Correlation and Regression DUE: Lab Assignment (Individual) 4pm, Wed 23-May, Assignment Box, Rutherford House (Mezzanine)			Ch14 Ch15 (p500-507)
11	28-May	<u>Module 4.1: Sampling/ Course overview</u>	No Tutorial			Ch10
12	4-Jun	Revision / Exam preparation	No Tutorial DUE: Final research report (Group) 4pm, Wed 6-Jun, Assignment Box, Rutherford House (Mezzanine)			

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

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]

Materials and Equipment

A silent non programmable calculator will be permitted 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 (3,000 words) b) Final Group Report (3,000 words)	4pm, 24 April 4pm, 6 June	20% 15%	1,2,4
Computer Lab Assignment (1,500 words)	4pm, 23 May	10%	3,4
Final Examination (2 hours)	Examination Period	55%	1,3,4

For details please refer to the 'Terms Requirements and Assessment' folder in Blackboard.

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 administration staff at 11th floor reception. **Do NOT** slide them under doors or put them into the box after the due date and time.

Quality Assurance 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 Friday 15 June – Wednesday 4 July (inclusive).

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%).

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 all tutorials and labs and complete all the non-assessed tutorial tests
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. Please check Blackboard regularly.

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

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/>

Te Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>