

School of Marketing and International Business

## **MARK 405 METHODOLOGY IN MARKETING**

Trimester One 2012

### **COURSE OUTLINE**

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#### **Names and Contact Details**

**Lecturer/Course Co-ordinator:** Dr. Aaron Gazley  
**Office:** RH 1103;  
**Telephone:** 463 5725;  
**E-mail:** [aaron.gazley@vuw.ac.nz](mailto:aaron.gazley@vuw.ac.nz)  
**Office Hours:** **Tuesdays 10.30am – 11.30am**

#### **Trimester Dates**

Monday 5 March to Friday 4<sup>th</sup> July 2012.

#### **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<sup>th</sup> 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**

Lectures/workshops, Wednesday 11:30 – 14:20pm, GB G05 and  
Computer lab sessions (location to be advised).

#### **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.

## Course Content

Methodological examination of theoretical and empirical research, including use and applications of multivariate approaches and techniques, in management and marketing.

Dates	Topic and Readings
<b>7<sup>th</sup> March</b> (Week 1)	Course Introduction Introduction to Research
<b>14<sup>th</sup> March</b> (Week 2)	The Research Process and Problem Formulation
<b>21<sup>st</sup> March</b> (Week 3)	Research Design, Secondary Data
<b>28<sup>th</sup> March</b> (Week 4)	Qualitative Research Methods (Micael-Lee Johnstone)
<b>4<sup>th</sup> April</b> (Week 5)	Qualitative Research Methods (Micael-Lee Johnstone)
<b>25<sup>th</sup> April</b> (Week 6)	<b>No Class (ANZAC Day)</b>
<b>2<sup>nd</sup> May</b> (Week 7)	<b>Part 1 Presentations</b>
<b>9<sup>th</sup> May</b> (Week 8)	Quantitative Research Methods: Measurement, Scaling and Survey Design
<b>16<sup>th</sup> May</b> (Week 9)	Human Ethics Committee Application – Kate Dallenbach Introduction to Quantitative Data Analysis and SPSS: Cross-tabs, Correlation, Chi-Square
<b>23<sup>rd</sup> May</b> (Week 10)	Data Reduction Methods and Reliability Analysis
<b>30<sup>th</sup> May</b> (Week 11)	Regression Analysis
<b>6<sup>th</sup> June</b> (Week 12)	Experimental Design, t-tests and ANOVA

## 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 (MARK 409).

Two primary objectives of MARK 405 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.

### 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 group work in MARK 405.

### Readings

Any readings will be distributed in class or on Blackboard.

### Materials and Equipment

We will use the SPSS software, version 18.0, for in-class examples. This software is available on the student machines.

### Assessment Requirements

Assignment	Due date	Percentage of final mark
Research Proposal – Part 1 (verbal and written) 2500 words	<b>Verbal:</b> Wednesday 2nd May, in class	10%
	<b>Written:</b> Friday 4th May, 4pm (Objectives 2 and 5)	25%
Research Proposal – Part 2 (written), 2500 words	<b>Written:</b> Wednesday 30th May, in class (Objectives 2 and 5)	25%
Test	<b>TBA</b> (Objectives 1-5)	40%

More details will be provided in-class.

### 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.

### 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

In addition to obtaining 50% overall, to meet mandatory course requirements in MARK 405, students must submit all of the assigned work as outlined in the course outline and obtain at least 50% in the end of semester test.

**VERY IMPORTANT:** You must have a prospective supervisor for your Research Proposal by **Wednesday 21st March. Please email the course coordinator the name of your supervisor by 4pm that day.**

### **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 information will be communicated via email and Blackboard

### **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](http://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](http://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](http://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](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/>