TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Marketing and International Business

MARK 203 MARKET RESEARCH

Trimester Two 2012

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr. James Richard
Office: RH 1104, Rutherford House
Phone: 04-463 5725
E-mail: james.richard@vuw.ac.nz
Office Hours: Thursday 10.00am to 12.00pm, or by appointment

Course Administrator: Jessie Johnston
Office: RH 1121, Rutherford House
Phone: 04-463 5330
E-mail: jessie.johnston@vuw.ac.nz
Office Hours: Monday to Friday 9.00am – 4.00pm

Trimester Dates

Teaching Period: Monday 16 July – Friday 19 October
Study Period: Monday 22 October – Thursday 25 October (Monday 22 October is a public holiday, Labour Day)
Examination Period: Friday 26 October – Saturday 17 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.

2. The standard last date for withdrawal from this course is Friday 28 September. 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: Monday – RHLT1 – 12:40pm -1:30pm
                  Thursday – RHLT1 – 12:40pm -1:30pm

Tutorials/Computer Labs
There will be a total of 7 tutorial/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 8am Tuesday 17th July.** Tutorial times and membership will be confirmed during week 2. Please contact **Jessie Johnston** 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 lectures, tutorials and computer labs (online and/or face-to-face). 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 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.

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.

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.

Week	Starting	Topic	Tutorial (Key Activities) Tut: Tutorial Lab: Computer	Required Reading
1	16-Jul	**Introduction** Course introduction / Introduction to Marketing Research/ The research process	**S-cubed will open at 8am Tuesday 17th July.** Tutorial times and membership will be confirmed during week 2.	Chapter 1
2	23-Jul	**Defining the Problem** Research report /Problem definition	No Tutorial	Chapter 2
3	30-Jul	**Research Design** Research Design and Secondary data	S1: Research problem, problem definition and research question.	Chapter 4
4	6-Aug	**Exploratory Research (Qualitative) Part 1** Group and individual techniques/ interview guide	S2: Developing an interview guide DUE: **Part A due Monday 13 August** (Problem definition)	Chapter 3
5	13-Aug	**Exploratory Research (Qualitative) Part 2** Focus groups and In-depth interviews	S3: Qualitative data analysis	Chapter 3
6	20-Aug	**Descriptive Research (Quantitative)** Measurement/ Questionnaire Design	S4: Qualtrics / Constructing Questionnaire: Lab DUE: **Part B due Monday 27 August** (Qualitative analysis)	Chapter 8 & 9
Mid-Trimester Break				
7	10-Sep	**Analysing the Data (Part 1)** Univariate & bivariate statistical analysis; Test differences (t test, ANOVA)	No Tutorial DUE: **Lab Assignment 1;** 12noon, Thursday 13 September, link to Qualtrics	Chapter 12 & 13
8	17-Sep	**Analysing the Data (Part 2)** Test associations (Cross-tabs, Chi-square)	S5: SPSS – Introduction and Descriptive Statistics: Lab t test/ANOVA	Chapter 14 (p. 475-481)
9	24-Sep	**Analysing the Data (Part 3)** Test associations (Correlation, Regression)	S6: SPSS - Cross-tabs, Chi-Square: Lab DUE: **Lab Assignment 2; Monday 1 October**	Chapters 14 & 15 (p. 500-507)
10	1-Oct	**Sampling, editing & coding** Planning the sample & collecting data	S7: SPSS –Correlation and Regression: Lab DUE: **Part C due Monday 8 October** (Quantitative analysis)	Chapters 10 & 11
11	8-Oct	**Experiments**	No Tutorial	Chapter 7
12	15-Oct	**Revision / Exam preparation**	No Tutorial DUE: **Final research report;** 12noon, Thursday 18 October, Assignment Box No 4, Rutherford House (Mezzanine)	

Readings:
Required Text: This text can be purchased from the University Bookshop.

Zikmund, W. G., Ward, S., Lowe, B., Winzar, H., & Babin, B. J. (2011). *Marketing Research: Asia-Pacific Edition* (2nd ed.). South Melbourne, Victoria: Cengage Learning Australia.

Suggested text and readings: These texts can be found in the library.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Thousand Oaks: Sage.

Allen, P., & Bennett, K. (2010). *PASW statistics by SPSS: A practical guide, version 18.0*. South Melbourne, Australia: Cengage Learning.

Alreck, P., L., & Settle, R. B. (2004). *The survey research handbook* (3rd ed.). Boston: McGraw-Hill Irwin.

Materials and Equipment
Only silent non-programmable calculators or silent programmable calculators with their memories cleared are permitted in the final examination

Assessment Requirements
MARK 203 is assessed by an external examination (40%) and internal work (60%). The assessment is structured as follows:

Assessment	Due Date	Value	Objectives Assessed
Assignment:			
Part A: Problem, Research question (1,000 words maximum)	12:00 noon, 13 August	5%	
Part B: Qualitative analysis (1,500 words maximum)	12:00 noon, 27 August	10%	1,2,4
Part C: Quantitative analysis (1,500 words maximum)	12:00 noon, 8 October	10%	
Final Report (5,000 words maximum)	12:00 noon, 18 October	20%	
Computer Lab Assignment 1	12:00 noon, 13 September	5%	2
Computer Lab Assignment 2 (1,500 words)	12:00 noon, 27 September	10%	3,4
Final Examination (3 hours)	Examination Period	40%	1,3,4

For details please refer to the 'Assessment/Terms requirements and assessment' folder in Blackboard.

All assignments must be submitted electronically by 12:00 noon on the due date. In addition a printed copy of each assignment is to be delivered by 12:30pm in class, to the lecturer's office, or submitted into the MARK 203 Assignment Box No 4, Mezzanine Floor, Rutherford House. 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 (three-hour, closed-book) will be scheduled at some time during the period from Friday 26 October – Saturday 17 November (inclusive).

Penalties
The following penalties apply in MARK 203:

Late assignments: Assignment Parts A, B and C, the computer lab assignment and the final report 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 for the assignments 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 1,500 words, a 5% penalty will be applied for every 150 words over the limit.

Mandatory Course Requirements
To meet mandatory course requirements in MARK 203, students must:
1. Complete all the non-assessed tutorial/computer lab tests.
2. Submit all assignments 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
Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 203 Blackboard announcements and/or communicated through e-mail. You will be able to access the course outline, course notes, and other learning material via Blackboard. The address is: http://blackboard.vuw.ac.nz
You will be asked for your SCS username and student ID. Click on the MARK 203 course name under **My Courses**.

Please make sure to check your VUW email account regularly, or ensure you have forwarded your VUW email to your preferred email account.

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/vbs/studenthelp/

Te Putahi Atawhai
Maori and Pacific Mentoring Programme
http://www.victoria.ac.nz/tpa/