

School of Marketing and International Business

**MARK 409 DISSERTATION**

Trimester 2 2012

**COURSE OUTLINE**

---

**Names and Contact Details**

Lecturer/Course Coordinator: Dr. Micael-Lee Johnstone  
Office: RH 1124 - Level 11 Rutherford House  
Phone: 463 6933  
Email: [micael-lee.johnstone@vuw.ac.nz](mailto:micael-lee.johnstone@vuw.ac.nz)  
Office Hours: Fridays 1.30pm – 3.30pm

**Support team**

Lecturer: Dr Aaron Gazley  
Office: RH 1103 - Level 11 Rutherford House  
Phone: 463 5725;  
E-mail: [aaron.gazley@vuw.ac.nz](mailto:aaron.gazley@vuw.ac.nz)

**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**

Thursdays: 9.30am - 12.20pm RHG01

**Course Content:** Research paper on a selected aspect of Marketing.  
*This is a tentative schedule, which is subject to change.*

Week	Workshops	Suggested Milestones
1	Where are you? Thinking ahead. What will you do with your data once you have it? Preparing to write a dissertation. Preparing a timeline. <b>(Micael)</b>	Quant students: Questionnaire complete? HEC approval? Qual students: interviews should have started
2	Critically reviewing the questionnaire and other issues. <b>(Micael)</b>	Depending on demand this workshop may or may not take place.
3	Using NVivo. Analysing qualitative data. <b>(Micael)</b>	Literature review complete? Quant students: Surveys should be live
4		Qual students: transcribing needs to be finished by the end of this week
5	Measurement. Data cleaning. Univariate analysis. Multivariate analysis. What does “coefficient alpha” mean? Where does Factor Analysis fit in?” Regression analysis. Revision. Using SPSS, Word, and Excel tables and figures to best advantage. <b>(Aaron)</b>	Methodology section complete? Quant students: Data Cleaned? Measurement scales created and evaluated?
6		
7 TBC	Analysing qualitative data – being descriptive versus being interpretive. <b>(Micael)</b>	Depending on demand, this workshop may or may not take place.
8		Results section complete?
9		
10	Writing and editing for impact. What to think about during the final write-up stage. <b>(Micael)</b>	Discussion section complete?
11		Thesis DRAFT complete?
12		Fine tune
13		<b>Submit 26th October (4pm)</b>

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

Key for the table above

	<b>Compulsory attendance</b>
	<b>Voluntary attendance</b>

## 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

## 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.**

## Expected Workload

MARK 409 is a 30-point course. 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 18-20 hours per week on the various activities associated with MARK 409.

## Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare for their dissertation.

## Assessment Requirements

Assessment	%	Due Date
Dissertation - two hard copies must be handed in to the 11 <sup>th</sup> floor reception staff, along with an electronic copy (refer to the <i>Assessment Instructions</i> below).	100	Friday 26 <sup>th</sup> October 2012, 4pm

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 10,000-12,000 words but this excludes the reference list and any supplementary documentation (e.g. HEC documentation such as the participation information sheet, a survey, interview guide, and/or 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 a CD or USB.

Electronic recordings, transcripts, questionnaire data, SPSS files must also be included on the CD/USB.

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

#### 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**

There is no final examination.

#### **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 have **5% deducted from the available grade for every 500 words over the limit**.

#### **Mandatory Course Requirements**

To meet the mandatory course requirements for MARK 409 students must:

- Submit the final dissertation. The outcome for the course will be a standard grade (A+ to E).
- Students must also attend the compulsory workshops.

#### **Class Representative**

A class representative was elected in MARK 401 in trimester one for the Marketing Honours programme.

#### **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/USB.

#### **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 Office**

<http://www.victoria.ac.nz/vbs/studenthelp/>

**Te Putahi Atawhai**

**Maori and Pacific Mentoring Programme**

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