

School of Marketing and International Business

**MARK 405**  
**ADVANCED METHODOLOGY IN MARKETING**

Trimester 1, 2014

**COURSE OUTLINE**

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**Names and Contact Details**

**Lecturer/Course Coordinator:** Aaron Gazley  
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**Office Hours:** Tuesday 11.00am -12.00pm

**Trimester Dates**

Teaching Period: Monday 3<sup>rd</sup> March – Friday 6<sup>th</sup> June

**Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 14<sup>th</sup> March 2014.
2. The standard last date for withdrawal from this course is Friday 16<sup>th</sup> 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**

Lectures/workshops, Friday 11:30 – 14:20pm, RWW126 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.

**Group Work**

There is no assessed group work in MARK 405.

### **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.

### **Prescription**

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

### **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 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.

### **Course Content**

<b>Dates</b>	<b>Topic and Readings</b>
<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, Research Design
<b>21<sup>st</sup> March</b> (Week 3)	Literature Review and Conceptual Development
<b>28<sup>th</sup> March</b> (Week 4)	Qualitative Research Methods
<b>4<sup>th</sup> April</b> (Week 5)	Qualitative Research Methods
<b>11<sup>th</sup> April</b> (Week 6)	Quantitative Research Methods: Measurement, Scaling and Survey Design
<b>TBA</b> (Week 7)	Part 1 Presentations (Note class will be re-scheduled due to Public Holiday)
	<b>MID-TERM BREAK 18 APRIL – 4<sup>TH</sup> MAY 2014</b>
<b>9<sup>th</sup> May</b> (Week 8)	Introduction to Quantitative Data Analysis and SPSS: Cross-tabs, Correlation, Chi-Square
<b>16<sup>th</sup> May</b> (Week 9)	Data Reduction Methods and Reliability Analysis

Dates	Topic and Readings
23 <sup>rd</sup> May (Week 10)	Regression Analysis
30 <sup>th</sup> May (Week 11)	Experimental Design, t-tests and ANOVA
6 <sup>th</sup> June (Week 12)	Revision

### Readings

Any readings will be distributed in class or on Blackboard.

### Materials and Equipment

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

### Assessment

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

Assignment	Due date	Percentage of final mark
Research Proposal – Part 1 (verbal and written) 2500 words	<b>Verbal:</b> Week 7, In-class	10%
	<b>Written:</b> Friday 25th April, 4pm (Objectives 2 and 5)	30%
Research Proposal – Part 2 (written), 2500 words	<b>Written:</b> Friday 30th May, In-class (Objectives 2 and 5)	30%
Test	<b>TBA</b> (Objectives 1-5)	30%

### **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.

### **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 submitted to Turnitin. A copy of submitted materials will be retained 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.

### **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50 or better, students must obtain a mark of 50% or greater in the final test.

If you cannot complete an assignment or sit a test or examination, refer to

[www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

### **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.

### **Student feedback**

Student feedback on University courses may be found at

[www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

### **Link to general information**

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

### **Note to Students**

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

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