

School of Marketing and International Business

MARK 203 MARKET RESEARCH

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr. James Richard
Office: RH 1104, Rutherford House
Phone: 04-463 5415
E-mail: james.richard@vuw.ac.nz
Office Hours: Tuesday 11:30am to 1:00pm, 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 14th July – Friday 17th October
Study Period: Monday 20th October – Thursday 23rd October
Examination Period: Friday 24th October – Saturday 15th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th 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: Tuesday – RHLT1 – 10:30am -11:20am
Friday – RHLT1 – 10:30am -11:20am

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.

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 15th July.** Tutorial times and membership will be confirmed during week Please contact **Jessie Johnston** if you have any tutorial registration enquiries.

Course Delivery

MARK 203 consists of a combination of lectures, tutorials and computer labs (online and 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.

Prescription

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. Please note: MARK203 CRN 18787 is a blended course - all lectures are delivered by distance and all tutorials and computer labs will be on campus.

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 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) Lab -> Computer Lab	Required Reading
1	14-Jul	Introduction Course introduction / Introduction to Marketing Research/ The research process	S-cubed will open at 8am Tuesday 15th July. Tutorial times and membership will be confirmed during week 2.	Chapter 1
2	21-Jul	Defining the Problem Research report /Problem definition	No Tutorial	Chapter 2
3	28-Jul	Research Design Research Design and Secondary data	T1: Group formation. Research problem, problem definition and research question.	Chapter 4
4	4-Aug	Exploratory Research (Qualitative) Group and individual techniques/ interview guide	T2: Developing an interview guide	Chapter 3
5	11-Aug	Exploratory Research (Qualitative) Focus groups and In-depth interviews	T3: Qualitative data analysis	Chapter 3
6	18-Aug	Descriptive Research (Quantitative) Measurement/ Questionnaire Design	DUE: Part 1: Qualitative Analysis (Individual); 12 noon, Wednesday 20 August	Chapter 8 & 9
Mid-term break				
7	8-Sep	Analysing the Data (Part 1) Univariate & bivariate statistical analysis; Test differences (<i>t</i> test, ANOVA)	T4 Lab: Constructing Questionnaires: Qualtrics Lab	Chapter 12 & 13
8	15-Sep	Analysing the Data (Part 2) Test associations (Cross-tabs, Chi-square)	T5: Lab SPSS – Introduction and Descriptive Statistics : <i>t</i> test, ANOVA	Chapter 14 (p. 475-481)
9	22-Sep	Analysing the Data (Part 3) Test associations (Correlation, Regression)	T6: Lab SPSS - Cross-tabs, Chi-Square	Chapters 14 & 15 (p. 500-507)
10	29-Sep	Sampling, editing & coding Planning the sample & collecting data	T7: Lab SPSS – Correlation and Regression DUE: Lab Assignment (Individual), Submit to your tutor at the start of your lab	Chapters 10 & 11
11	6-Oct	Experiments	No Tutorial	Chapter 7
12	13-Oct	Revision / Exam preparation	DUE: Part 2: Final (Group) Research Report; 12 noon, Wednesday 15 October	

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 (or more recent versions) 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

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-.

MARK 203 is assessed by an external examination (45%) and internal work (55%). The assessment is structured as follows:

Assessment	Due Date	Value	Objectives Assessed
Assignment: Individual (Qualitative) analysis (3,000 words) Final Group Report (3,000 words)	12:00 noon, 20 August 12:00 noon, 15 October	20% 15%	1,2,4
Computer Lab Assignment (1,500 words)	At the start of your lab in Week 10 – 29 September	20%	3,4
Final Examination (3 hours)	Examination Period	45%	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 printed copies of the individual and final group assignments are to be submitted by 12:00pm 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.

Penalties

The following penalties apply in MARK 203:

Late assignments: Assignment 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.

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 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.

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:

Friday 24th October – Saturday 15th November (inclusive).

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

1. Obtain a minimum mark of 40% in each assignment as outlined in the assessment section.
2. Obtain a minimum mark of 40% in the final examination.

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

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

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.

Student feedback

Student feedback on University courses may be found at

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.
