

School of Marketing and International Business

## **MARK 430 RESEARCH PROJECT IN MARKETING**

Trimester 2 2014

### **COURSE OUTLINE**

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

<b>Lecturer/Course Coordinator:</b>	Dr. Yuri Seo
Office:	RH1126
Telephone:	04-463 6499
Email:	<a href="mailto:yuri.seo@vuw.ac.nz">yuri.seo@vuw.ac.nz</a>
Office hours: (or by appointment)	Monday 2:00 pm – 3:00 pm.
<b>Course Administrator:</b>	Jessie Johnston
Office:	RH 1121, Rutherford House
Phone:	04-463 5330
E-mail:	<a href="mailto:jessie.johnston@vuw.ac.nz">jessie.johnston@vuw.ac.nz</a>
Office Hours:	Monday to Friday 9.00am – 4.00pm

#### **Trimester Dates**

Please note the following dates for this Trimester:

Monday 14 July until Friday 17 October 2014.

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 25<sup>th</sup> July 2014.
2. The standard last date for withdrawal from this course is Friday 26<sup>th</sup> 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.

## **Course Content**

Students complete an individual research project on a selected aspect of marketing. The student works independently, in consultation with their research supervisor. If necessary, informal class sessions may also be offered to help develop useful skills for the completion of the research project.

## **Course Delivery**

Students and their research project supervisor are responsible for setting research project objectives, research strategy, and content. Supervisors are the primary source of thesis advice.

In addition, there will be several ad-hoc sessions facilitated by the course co-coordinator throughout the trimester. The students will be notified regarding these sessions at least 2 weeks prior to the session. These sessions will be held on Thursdays 1.00 pm to 2.30 pm. as required. The first session will take place on 31<sup>st</sup> of July, 2014 in RH1113.

## **Expected Workload**

MARK 430 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 this course.

## **Prescription**

Research paper on a selected aspect of Marketing.

## **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

## **Materials and Equipment**

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

## **Assessment Requirements**

<b>Assessment</b>	<b>%</b>	<b>Due Date</b>
Research Project - 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 4pm 24 <sup>th</sup> October 2014

The course learning objectives are assessed in the research project, 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 430 is assessed solely on the basis of the research project (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 research project 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.

### **Penalties**

Late submission of the final research project is likely to result in delayed reporting of the final results for the Honours degree. Research Project received after the deadline will have **10% deducted from the available grade, per day**. For example, a research project 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**.

### **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.

### **Examinations**

There is no final examination.

### **Mandatory Course Requirements**

To meet the mandatory course requirements for MARK 430 students must:

- Submit the final Research Project. The outcome for the course will be a standard grade (A+ to E).

### **Class Representative**

A class representative for 2014 Marketing Honours programme has already been elected in 1<sup>st</sup> trimester. Name and details of this person was made available to VUWSA, the Course Coordinator and the class. They will be responsible for providing a communication channel to liaise with the Course Coordinator on behalf of the students.

### **Communication of Additional Information**

A requirement of MARK 430 is that participants have an email address and that they check it frequently for course related messages.

After the examination process, the research project 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.

### **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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