

School of Marketing and International Business

MARK 203 MARKET RESEARCH

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator:	Aaron Gazley
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Office Hours:	Tuesday 11am – 12 noon.
Course Administrator:	Caleb Aveling
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Trimester Dates

Teaching Period: Monday 2nd March – Friday 5th June
Study Period: Monday 8th June – Thursday 11th June
Examination Period: Friday 12th June – Wednesday 1st July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 13th March 2015.
2. The standard last date for withdrawal from this course is Friday 15th 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 or [online](#).

Class Times and Room Numbers

As this is a blended course there will be only **FOUR** on-campus lectures:

Thursday, 5 March only. RHLT2 at 12:40pm – 1:30pm.

Thursday, 2 April only. RHLT2 at 12.40pm - 1.30pm.

Thursday, 14 May only. RHLT2 at 12:40pm – 1:30pm.

Thursday, 4 June only. RHLT2 at 12.40pm - 1.30pm.

There are no other on-campus lectures.

Video lectures are contained on Blackboard.

Tutorials and Computer Labs

There will be a total of 7 sessions, three tutorials and four computer lab sessions (see course schedule for details). The first tutorial will be in week 2 of the Trimester. **Attendance at all sessions is mandatory.**

Tentative days and times for tutorial/labs will be placed on BlackBoard. Signing-up for tutorials and labs will be through the S-cubed tutorial system and will be announced via BlackBoard.

Course Delivery

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

Group Work

The second part of the major assignment contains group work. For more details please see the assessment section of this outline and on Blackboard.

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 viewing and reviewing video lectures, attending tutorials and computer lab sessions, preparing assignments and studying for the final examination.

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 - a combination of face-to-face and online lectures with all tutorials and computer labs 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 Schedule

Week	Starting	Topic	Tutorial (Key Activities) Tut: Tutorial Lab: Computer	Required Reading
1	2-Mar	Introductory Lecture Thu 12:40 – 1:30pm RH LT2 Module 1.1: Introduction Course introduction / Introduction to Marketing Research/ The research process	S-CUBED opening will be advised via Blackboard.	Ch1
2	9-Mar	Module 1.2: Defining the Problem Research report /Problem definition	T1 (Tut): Group formation. Major assignment. Brief research proposal	Ch2
3	16-Mar	Module 1.3: Research Design Research Design and Secondary data	T2 (Tut): Developing an interview guide	Ch4
4	23-Mar	Module 2.1: Exploratory Research (Qualitative) Part 1 Group and individual techniques/ interview guide	T3 (Tut): Qualitative data analysis	Ch3
5	30-Mar	Module 2.2: Exploratory Research (Qualitative) Part 2 Focus groups and In-depth interviews Lecture Thu 12:40 – 1:20pm RH LT2	No Tutorial	Ch3
<u>MID TRIMESTER BREAK - 18-APRIL to 4-MAY 2014</u>				
6	20-Apr	Module 3.1: Descriptive Research (Quantitative) Measurement	T4 (Lab): Qualtrics / Constructing Questionnaire (Individual) Major Assignment Due: 3pm, Wednesday 22nd-April, Assignment Box, Rutherford House (Mezzanine Floor)	Ch5 & 8
7	27-Apr	Module 3.1: Questionnaire Design	No Tutorial	Ch9
8	4-May	Module 3.2 (Part 1): Analysing the Data Univariate statistical analysis	T5 (Lab): SPSS – Introduction and Descriptive Statistics	Ch12 (p 374-379)
9	11-May	Module 3.2 (Part 2): Analysing the Data Cross-tab/Chi-Square & Correlation Lecture Thu 12:40 – 1:30pm RH LT2	T6 (Lab): SPSS - Cross-tab/Chi-Square and Correlation	Ch12 (p395-400) Ch14 (p447-458; p475-485)
10	18-May	Module 3.3: Analysing the Data Regression	T7(Lab): SPSS – Regression (Individual) Lab Assignment Due: Submit to your tutor at the start of your lab.	Ch14 (p 459-474) Ch15 (p500 -507)
11	25-May	Module 4.1: Sampling	No Tutorial	Ch10
12	1-Jun	Revision / Exam preparation Course overview Lecture Thu 12:40 – 1:30pm RH LT2	No Tutorial Final (Group) Research Report Due: 3pm, Wed 3-June, Assignment Box, Rutherford House (Mezzanine Floor)	

Readings

William G. Zikmund, Steve Ward (now D'Alessandro) and Hume Winzar and Barry J. Babin (2011), *Marketing Research: Asia Pacific Edition*, Cengage, 2nd Edition. [ISBN-10: 0170183343 ISBN-13: 9780170183345]

Materials and Equipment

A silent non programmable calculator will be permitted in the final examination.

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

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

Assessment	Due Date	Value	Objectives Assessed
Major Assignment: Individual Component (3,000 words) Final Group Report (3,000 words)	3pm, 22 April 2013 3pm, 3 June 2013	20% 15%	1,2,4
Computer Lab Assignment (1,500 words)	At the start of your lab in Week 10	10%	3,4
Final Examination (2 hours)	Examination Period	55%	1,3,4

For details please refer to the 'Terms Requirements and Assessment' folder in Blackboard.

The Major Assignment: (Part 1 and Part 2) are to be submitted into the MARK 203 Assignment Box, Mezzanine Floor, Rutherford House by the due date AND through the Turnitin link on Blackboard. The Lab Assignment is to be handed in to your tutor at the beginning of your lab in week 10. 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: Assignments 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 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 3,000 words, a 5% penalty will be applied for every 300 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 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.

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 will be scheduled at some time during the following period:

Friday 12th June – Wednesday 1st July (inclusive)

Mandatory Course Requirements

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

1. Attend **all** tutorials and labs (if you cannot make a tutorial/lab for any reason please contact the course coordinator)
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

Additional information will be communicated via Blackboard.

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.
