

School of Marketing and International Business

MARK 405 METHODOLOGY IN MARKETING

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator: Aaron Gazley
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Course Administrator: Mary Alexander
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Office Hours: 9am – 4pm

Trimester Dates

Teaching Period: Monday 2nd March – Monday 8th June

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

Lectures/workshops, Monday 12:40 – 15:30pm, RWW127 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.

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).

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

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

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).

Date	Topic and Readings
2nd March (Week 1)	Course Introduction Introduction to Research
9th March (Week 2)	The Research Process and Problem Formulation, Research Design
16th March (Week 3)	Literature Review and Conceptual Development
23rd March (Week 4)	Qualitative Research Methods
30th March (Week 5)	Qualitative Research Methods
	MID-TERM BREAK 3 – 19 APRIL 2014

20th April (Week 6)	Part 1: Presentations
27th April TBA (Public Holiday) (Week 7)	Quantitative Research Methods: Measurement, Scaling and Survey Design
4th May (Week 8)	Introduction to Quantitative Data Analysis and SPSS: Cross-tabs, Correlation, Chi-Square
11th May (Week 9)	Data Reduction Methods and Reliability Analysis
18th May (Week 10)	Regression Analysis
25th May (Week 11)	Experimental Design, t-tests and ANOVA
1st June (Week 12)	Revision

Readings

Details of any readings will be provided in class.

Materials and Equipment

We will use the SPSS software for in-class examples. This software is available on the student machines and can be downloaded on your personal computers.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

Assignment	Due date	Percentage of final mark
Research Proposal – Part 1 (verbal and written) 3000 words	Verbal: Monday 20 th April, In-class	10%
	Written: Friday 24 th April, 4pm (Objectives 2 and 5)	30%
Research Proposal – Part 2 (written), 3000 words	Written: Tuesday 2 nd June, 4pm – Level 11 Reception Desk. (Objectives 2 and 5)	30%
Test	Monday 8 th June (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

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

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.
