

School of Marketing and International Business

MARK 531 RESEARCH PAPER

Trimester 1, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator Dr Yuri Seo
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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 of 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](#).

Introduction

This course is about developing your skills as a professional researcher. Working with literature is a key part of research and in this course you will prepare a literature review. The purpose of a literature review is to research and develop your topic and to connect a research question to the academic literature, as well as to any relevant practitioner literature. The review shows what you have learned from what others have already done, can integrate and synthesise it, can articulate what you think of it, and demonstrate how the research question you identify can contribute to a knowledge base in a credible way.

Course Delivery

There are no scheduled classes for this course. You are required to identify an appropriate supervisor within the School of Marketing and International Business, agree on a topic with the supervisor and carry out research under the supervisor's direction. It is essential that you find a topic that genuinely interests you, and that you take ownership of the process of conducting the literature review.

Expected Workload

A total of 300 hours of work is expected of students on this course.

Prescription

Research paper on a selected topic in the discipline.

Course Learning Objectives

Students who pass this course will be able to:

1. Plan and carry out a small supervised research project on a specific topic in their subject area
2. Present the results of their research coherently and in an appropriate written format.

Assessment

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-.

Each of the following Assessments address both Course Learning Objectives.

Assignment	Title	% of Marks Available	Due Date
1	Preliminary Review	20%	Friday, 27 th of March 2015
2	Research Essay	80%	Monday, 8 th of June 2015
	TOTAL	100%	

1. Preliminary Review

Due: Friday, 27th of March 2015

Marks: 20%

Word limit: 2000 words (+/- 10%), excluding references

The purpose of this preliminary review is to bring clarity to the project so that you, your supervisor and course coordinator are clear that the planned review of the literature is well considered and feasible.

Your task is to construct a preliminary review of 5 journal articles related to a topic of interest to you. You should identify the theoretical approaches taken in the articles, methodologies used (if appropriate), the key contributions of the articles and an assessment of their strengths and limitations. Finally, you should use the literature you have reviewed to identify a research question that you would be interested in pursuing. You should argue the need for, and relevance of, your research question by setting it within the context of past research.

The literature review should take the form of an academic essay and include an appropriate structure. It is not a business report and you should therefore avoid the use of lists and bullet points. You must be able to summarise key aspects of the literature in your own words. Direct quotations can be useful (e.g. key terms and concepts), but should be used sparingly and should not act as a substitute for your own writing. It is essential that the literature is referenced appropriately.

Assessment criteria

The preliminary review should:

- take the form of an academic essay and include an appropriate structure
- involve a critical evaluation and synthesis of 5 journal articles from the relevant literature
- be referenced appropriately
- present the construction of an argument to demonstrate the relevance of your research question
- be well-written and interesting.

2. Research essay

Due: Monday, 8th of June 2015

Marks: 80%

Length: 8,000 words (+/-10%), excluding references.

Your task in this assessment is to expand on your preliminary review to develop a full literature review. Your literature review will lay the conceptual groundwork for a potential contribution to that topic, by developing a relevant research question.

As with the preliminary review, you should construct an argument, rather than merely providing a description of the relevant literature. You should argue the need for, and relevance of, your research question by setting it within the context of past research. This requires that you critically evaluate and synthesise the relevant literature to demonstrate the significance and value of your study.

Assessment criteria

The literature review should:

- take the form of an academic essay and include an appropriate structure
- involve a critical evaluation of the relevant literature
- be referenced appropriately
- present the construction of an argument to demonstrate the relevance of your research question
- be well-written and interesting.

Penalties

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the total marks available per day of lateness. Assignments more than one week late will not be accepted. A “zero” mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should discuss waiver of the penalty with the course coordinator prior to the due date.

Length Guidelines

The ability to write in an economical style is a valuable skill and therefore word limits should be strictly adhered to. +/- 10% is acceptable, but assignments which are more than 10% over the word limit will need to be resubmitted. **The word limit is inclusive of tables, figures and appendices but exclusive of the list of references.**

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must submit both pieces of assessment, within the allowable timeframe.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Communication of Additional Information

Additional information or information on changes will be conveyed in an email to all class members and supervisors.

Student feedback

This is a new course in 2015. 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.
