

School of Marketing and International Business

MARK 203 MARKET RESEARCH

Trimester 1, 2016

COURSE OUTLINE

Prescription

The course 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.

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

Marketing managers need accurate, relevant and timely information at an appropriate cost to inform marketing decisions. The emphasis of this course will be on developing the analytical and logical skills required to undertake effective 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 qualitative and quantitative methods to obtain consumer perceptions and attitudes, and learning the skills required to analyse these data.

'Learning by doing' is a major feature of this paper. This paper adopts a student-centred, active participation approach to learning about market research. Students are expected to contribute to their own learning as well as that of their peers. Students contribute by participating in class activities and answering questions asked by the lecturer. Students also do group work outside of class time to complete a market research project from start to finish. Some of the tutorials are based on self-instructed workshops that familiarise the students with computer usage of statistical analysis in market research.

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 and at the lectures.

Course Schedule

Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	29 Feb	Introduction Marketing Research (MR) Definition/ Role and Value of MR/ The research process	Chapter 1	Sign up to tutorials via My Allocator
2	7 Mar	Problem Formulation Research Paradigms/Problem Definition/Decision Tree	Chapter 2	T1: Group formation, problem formulation, & the decision tree.
3	14 Mar	Qualitative Research Introduction; QR methods	Chapter 3	T2: Developing specific research questions & an interview guide
4	21 Mar - 23 Mar (M,T,W)	Qualitative Research Focus groups and In-depth interviews	Chapter 3	T3: Qualitative data analysis
<i>Note: Weeks 4 and 5 are both short weeks due to the Easter break. If your allocated tutorial day is on a Monday, Tuesday or Wednesday you attend the tutorial in Week 4. If your allocated tutorial day is on a Thursday or Friday you attend this same tutorial (same content) but in Week 5.</i>				
Easter Break, 24 March – 30 March				
5	31 Mar - 1 Apr (Th,F)	No lecture		T3: Qualitative data analysis
6	4 April	Quantitative Research Constructs, relationships, conceptual framework; measurement	Chapter 8	No Tutorial
7	11 April	Quantitative Research Questionnaire design; the wording of questions and question sequence	Chapter 9	T4 Lab: Constructing Questionnaires: Qualtrics Lab DUE: Part 1: Qualitative Analysis (Individual) 2.00pm, Wednesday 13 April
8	18 April	Sampling Sample design & sample size	Chapter 10	T5: Lab SPSS – Introduction and Descriptive Statistics; Cronbach’s Alpha
Mid Trimester Break, 25 April – 1 May				
9	2 May	Data Collection & Analysis Editing, coding, transforming & analysing the data	Chapters 11- 15	T6: Lab SPSS - Cross-tabs, Chi-Square; T- tests
10	9 May	Secondary Research Secondary data sources, collection & analysis	Chapter 4	T7: Lab SPSS – T-tests, ANOVA, Regression DUE: Lab Assignment (Individual), 2.00pm, Wednesday 11 May
11	16 May	Experimental Research Experiments, experimental designs	Chapter 7	No Tutorial
12	23 May	Communicating Research Results Research report format, use of graphic aids, presentation	Chapter 16	No Tutorial
13	30 May	Revision/Presentation	All chapters	No Tutorial DUE: Part 2: Final (Group) Research Reports; 2.00pm, Wednesday 1 June

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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](#).

Names and Contact Details

Course Coordinator: Dr Djavlonbek Kadirov
Office: RH 1109, Rutherford House
Phone: 04-463 5431
E-mail: djavlonbek.kadirov@vuw.ac.nz
Office Hours: Tuesday 15:30pm to 17:00pm, or by appointment

Course Administrator: Katrina Walsh
Office: RH 1121, Rutherford House
Phone: 04-463-5723
E-mail: katrina.walsh@victoria.ac.nz
Office Hours: Monday to Friday 9.00am – 4.00pm

Class Times and Room Numbers

Tuesday 13:40 - 15:30 Rutherford House RHLT2

Course Delivery

MARK 203 consists of a combination of 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.

Tutorials

There will be a total of 7 tutorial/computer lab sessions (please see course schedule for details). The first tutorial will be in week 2 of the trimester. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 203 will be available in My Allocator until 4 March.

Readings

Required Text:

Zikmund, W. G., D'Alessandro S., Winzar, H., Lowe, B., & Babin, B. J. (2014). *Marketing Research: Asia-Pacific Edition (3rd ed.)*. South Melbourne, Victoria: Cengage Learning Australia.

This text can be purchased from the University Bookshop.

Suggested text and readings:

Ang, Siah H. (2014). *Research Design for Business & Management*. Thousand Oaks, CA: Sage.

Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin. M. (2013). *Business Research Methods (9th ed.)*. Mason, OH: South-Western Cengage Learning.

Field, A. (2013). *Discovering statistics using IBM SPSS statistics (4th ed.)*. Sage.

Booth, W. C., Colomb, G. G., & Williams, J. M. (2003). *The craft of research*. Chicago: University of Chicago Press.

Belk, R. W. (Ed.). (2007). *Handbook of qualitative research methods in marketing*. Edward Elgar Publishing.

Denzin, N. K., & Lincoln, Y. S. (2011). *The SAGE handbook of qualitative research*. Sage.

These texts (or more recent versions) can be found in the library.

Mandatory course requirements

In addition to achieving an overall pass mark of at least 50%, students must:

- Obtain a minimum mark of 40% in the final examination.

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

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

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) for MARK 203. This 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 blackboard, 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.

Assessment

The Assessment Handbook will apply to all VUW courses: see

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

For details please refer to the 'Assessments' folder in Blackboard.

All assignments must be submitted electronically by 2:00 pm on the due date.

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

Assessment component	Date Due	Weighting	Objectives Assessed
Qualitative Analysis (3,000 words)	2:00 pm, 13 April	25%	1,2,4
Computer Lab Assignment (1,500 words)	2:00 pm, 11 May	15%	3,4
Final group report (3,000 words)	2:00 pm, 1 June	15%	1,2,4
Final Examination	Examination Period	45%	1,3,4
Total		100%	

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 10th June – Wednesday 29th June (inclusive).

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 (e.g., penalty at 1,650, 1,800, etc.). The word limit does not include appendices or references.

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.

It is expected that the preparation time for this group work will encompass 2 – 3 hours per week. Groups of maximum five students are to be formed during the tutorial in week 3. Students who are not present on that day will be randomly assigned to groups. Each group member is expected to contribute equally to the project.

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.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

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 conveyed to students via class and Blackboard.

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.
