

School of Marketing and International Business

## **MARK 405 METHODOLOGY IN MARKETING**

Trimester 1, 2016

### **COURSE OUTLINE**

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#### **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:

- complete a Proposal for Research at the end of the first semester,
- gain approval from the Ethics Committee to conduct the research (if required).

#### **Trimester Dates**

From Monday 29<sup>th</sup> February – Thursday 9<sup>th</sup> June

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 11<sup>th</sup> March 2016.
2. The standard last date for withdrawal from this course is Friday 13<sup>th</sup> 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

**Lecturer/Course Coordinator:** Aaron Gazley  
**Office:** RH 1103  
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**Office Hours:** TBA

**Course Administrator:** Katrina Walsh  
**Office:** RH 1121  
**Phone:** 04 463 5723  
**Email:** [katrina.walsh@vuw.ac.nz](mailto:katrina.walsh@vuw.ac.nz)  
**Office Hours:** Monday – Friday 9.00am – 4.00pm

## Class Times and Room Numbers

Lectures/workshops, Thursday 9:30 – 12:20pm, RWW311 and  
Computer lab sessions (location to be advised).

## Course Delivery

Week	Starting	Lecture topic	Required readings Text/Chapter
1	29 Feb	Course introduction & introduction to research	tba
2	7 Mar	The research process and problem formulation, research design	tba
3	14 Mar	Literature review and conceptual development	tba
4	21 Mar - 23 Mar (M,T,W)	No class	
<i>Easter Break, 24 March – 30 March</i>			
5	31 Mar - 1 Apr (Th,F)	Qualitative research methods	tba
6	4 April	Qualitative research methods	tba
7	11 April	Part 1 presentations	tba
8	18 April	Quantitative research methods: survey design, measurement and scaling	tba
<i>Mid Trimester Break, 25 April – 1 May</i>			
9	2 May	Introduction to quantitative data analysis and SPSS: cross-tab, chi-square and correlation	tba
10	9 May	Data reduction methods and reliability analysis	tba
11	16 May	Regression analysis	tba
12	23 May	Experimental analysis, t-tests and ANOVA	tba
13	30 May	Revision	

## **Readings**

Reading will be provided in-class or on Blackboard

## **Mandatory course requirements**

In addition to achieving an overall pass mark of at least 50%, students must obtain a mark of 50% or greater in the final test.

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](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## **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.

## **Assessment**

The Assessment Handbook will apply to all VUW courses: see

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

<b>Assignment</b>	<b>Due date</b>	<b>Percentage of final mark</b>
Research Proposal: Part 1 (verbal and written) 3000 words	Verbal: Thursday 14 <sup>th</sup> April, In-class	10%
	Written: Thursday 21 <sup>st</sup> April, 4pm (Objectives 2 and 5)	30%
Research Proposal: Part 2 (written), 3000 words	Written: Thursday 26 <sup>th</sup> May, 4pm (Objectives 2 and 5)	30%
Test	Thursday 9 <sup>th</sup> 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.

## **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.

**Student feedback**

Previous feedback was positive with no specific issues emerging.

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).

**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.

**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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