

School of Marketing and International Business

## **MARK 531 RESEARCH PAPER**

Trimester 1, 2016

### **COURSE OUTLINE**

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#### **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.

#### **Course Content**

This course builds on the research experiences that student may have acquired at the 400 level, and further develops their research skills to become a professional researcher. Working with literature and secondary information/data is a key part of research. This course provides a supervised experience to students for an in-depth and focused literature review. The purpose of a literature review is to research and develop a research topic and to connect a research question to the academic literature, as well as to any relevant practitioner literature. The review shows that students have learned from what others have already done, can integrate and synthesise it, can articulate what they think of it, and demonstrate how the research question they identify can contribute to a knowledge base in a credible way.

#### **Trimester Dates**

From Monday 29<sup>th</sup> February to Wednesday 29<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

**Course Coordinator:** Dr Jayne Krisjanous  
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**Course Administrator:** Katrina Walsh  
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**Office Hours:** Monday – Friday 9.00 – 4.00

## 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 and agree on a topic with the supervisor before the commencement of the course. You may get some guidance from the agreed supervisor when you develop your preliminary literature review (this is not a must, but it would be very helpful if you can get input into your preliminary literature review from the supervisor before the start of the course). Once you are admitted into the course, you will carry your 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.

## Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must submit the final literature review journal article 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](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## Expected Workload

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

## Assessment

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

The assignment in the table addresses both Course Learning Objectives.

<b>Assignment</b>	<b>Title</b>	<b>% of Marks Available</b>	<b>Due Date</b>
1	Literature review journal article	100%	2pm, 29 <sup>th</sup> June 2016
	<b>TOTAL</b>	<b>100%</b>	

## 1. Literature review journal article

Due: 2pm, 29<sup>th</sup> June 2016

Marks:

100%

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

Your task in this assessment is to expand on your preliminary review to develop a full literature review paper that is suitable to submit to an academic journal. Your literature review journal article 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.

You should find a Marketing-related academic journal from the ABDC list that you would aim to publish your paper in, and use the guidelines on their website regarding audience and writing style (if this is mentioned).

### *Assessment criteria*

The literature review should:

- take the form of a conceptual journal article 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

### **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.**

### **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.

### **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**

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations, and class participation.

### **Communication of Additional Information**

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

### **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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