

School of Marketing and International Business

MARK 203 MARKET RESEARCH

Trimester 2, 2016

COURSE OUTLINE

Prescription

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

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

MARK 203 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.

The emphasis of this course will be on developing analytical and logical skills required to undertake and present 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 and applying qualitative and quantitative research methods to obtain consumer perceptions and attitudes, and the skills required to analyse these data.

Developing critical thinking skills, and communicating clearly and concisely are emphasised in the course assessments. These are important skills useful in daily life, and discriminating abilities for business, marketing and marketing 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 or at the lectures.

Course Schedule				
Week	Starting	Lecture topic	Required readings: chapter	Tutorial (Key Activity) / Assessment
1	11 July	Course introduction / Introduction to Marketing Research/ The research process	Chapter 1	Sign up to tutorials via My Allocator (see blackboard for details)
2	18 July	Defining the Problem Research report /Problem definition	Chapter 2	No Tutorial
3	25 July	Research Design Research Design and Secondary data	Chapter 4	T1: Group formation. Research problem, problem definition and research question.
4	1 Aug	Exploratory Research (Qualitative) Group and individual techniques/ interview guide	Chapter 3	T2: Developing an interview guide
5	8 Aug	Exploratory Research (Qualitative) Focus groups and In-depth interviews	Chapter 3	T3: Qualitative data analysis
6	15 Aug	Descriptive Research (Quantitative) Measurement/ Questionnaire Design	Chapter 8 & 9	DUE: Part 1: Qualitative Analysis (Individual) 12.00pm, Wednesday 17 August
<i>Mid Trimester Break, 22 August – 4 September</i>				
7	5 Sep	Analysing the Data (Part 1) Univariate & bivariate statistical analysis; Test differences (<i>t</i> test, ANOVA)	Chapter 12 & 13	T4 Lab: Constructing Questionnaires: Qualtrics Lab
8	12 Sep	Analysing the Data (Part 2) Test associations (Cross-tabs, Chi-square)	Chapter 14 (p. 475-481)	T5: Lab SPSS – Introduction and Descriptive Statistics : <i>t</i> test, ANOVA
9	19 Sep	Analysing the Data (Part 3) Test associations (Correlation, Regression)	Chapters 14 & 15 (p. 500-507)	T6: Lab SPSS - Cross-tabs, Chi-Square
10	26 Sep	Sampling, editing & coding Planning the sample & collecting data	Chapters 10 & 11	T7: Lab SPSS – Correlation and Regression DUE: Lab Assignment (Individual), Submit to your tutor at the start of your lab
11	3 Oct	Experiments	Chapter 7	No Tutorial
12	10 Oct	Revision / Exam preparation		DUE: Part 2: Final (Group) Research Report; 12.00pm, Wednesday 12 October

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

Examination Period: Friday 21st October – Saturday 12th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd September 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. James Richard
Office: RH 1104, Rutherford House
Phone: 04-463 5725
E-mail: james.richard@vuw.ac.nz
Office Hours: Wednesday 2:30pm to 3:30pm, or by appointment

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

Class Times and Room Numbers

Monday 16:40pm -17:30pm Rutherford House RHLT1
Wednesday 16:40pm -17:30pm Rutherford House RHLT1

Course Delivery

MARK 203 consists of a combination of lectures, tutorials and computer labs (online and face-to-face). 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.

Readings

Required Text: This text can be purchased from the University Bookshop.

Zikmund, W. G., Ward, S., Lowe, B., Winzar, H., & Babin, B. J. (2011). *Marketing Research: Asia-Pacific Edition* (2nd ed.). South Melbourne, Victoria: Cengage Learning Australia.

Suggested text and readings: These texts (or more recent versions) can be found in the library. Additional suggested readings, relevant to critical thinking, writing skills, and market research will be available on Blackboard, under Suggested Readings.

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook* (2nd ed.). Thousand Oaks: Sage.

Allen, P., & Bennett, K. (2010). *PASW statistics by SPSS: A practical guide, version 22.0*. South Melbourne, Australia: Cengage Learning.

Alreck, P., L., & Settle, R. B. (2004). *The survey research handbook* (3rd ed.). Boston: McGraw-Hill Irwin.

Mandatory course requirements

In addition to obtaining an overall course grade of 50% or better, 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 and exam revision) for MARK 203. This time includes 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 the course website, 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 MARK 203 assessment details please refer to the 'Assessment/Terms requirements and assessment' folder on Blackboard.

All assignments must be submitted electronically by 12:00 noon on the due date. In addition, printed copies of the individual and final group assignments are to be submitted by 12:00 noon into the MARK 203 Assignment Box, Level 1, Railway West Wing. Assignments handed in late must be date stamped and signed-in by the administration staff at RH 11th floor reception. **DO NOT** slide them under doors or put them into the box after the due date and time.

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
Individual Assessment (Qualitative) analysis (3,000 words)	12:00 noon, Wednesday, 17 August	20%	1,2,4
Computer Lab Assignment (1,500 words)	At the start of your lab in Week 10 – 26 September	20%	3,4
Final Group Report (3,000 words)	12:00 noon, Wednesday, 12 October	15%	1,2,4
Final Examination (3 hours)	Examination Period	45%	1,3,4
Total		100%	

The second part of the major assignment contains group work. For more details please see the assessment section of this outline and on Blackboard. 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.

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 21st October – Saturday 12th November (inclusive)

Penalties

The following penalties apply in MARK 203:

Late assignments: Assignments 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% points from 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. The word counts are not targets, but guidelines. Exceeding these word 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

It is expected that the preparation time for this group work will encompass 2 – 3 hours per week outside of class time.

Materials and Equipment

Only silent non-programmable calculators or silent programmable calculators with their memories cleared are permitted in the final examination.

Student feedback

Previous feedback was generally positive with no specific issues emerging. 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

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 203 Blackboard announcements and/or communicated through the Blackboard e-mail system. You will be able to access the course outline, course notes, and other learning material via

Blackboard. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your student username and password. Click on the MARK 203 course name under **My Courses**.

Please make sure to check your VUW email account regularly, or ensure you have forwarded your VUW email to your preferred email account.

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.
