

School of Marketing and International Business

MARK 430 RESEARCH PROJECT IN MARKETING

Trimester 2, 2016

COURSE OUTLINE

Prescription

Research project on a selected aspect of marketing.

Course Learning Objectives

By the end of this course, students should be able to:

1.	Identify a viable research topic
2.	Plan, design and manage a significant research project (under supervision)
3.	Determine the appropriate methodology for the research
4.	Write up research using the appropriate structure and format
5.	Make an original contribution to the general marketing research domain

Course Content

Students complete an individual research project on a selected aspect of marketing. The student works independently, in consultation with their research supervisor. Workshops will be offered to help develop useful skills for the completion of the research project.

Week	Workshops	Suggested Milestones
1	Introductory workshop (Janine Williams) Where are you? Thinking ahead. Preparing to write a dissertation. Thursday, 14 July 1.40-3.30 pm RHMZ06	HEC/ Quant students: Questionnaire complete? Qual students: Interviews underway?
2		
3		Literature review complete?
4		Qual students: Transcribing needs to be finished by the end of this week
5	Analysing qualitative data (Janine Williams) Thursday, 11 August 1.40-3.30 pm RWW501	Methodology section complete? Quant students: Surveys should be live
6		Quant students: Data Cleaned and analysis begins?
7	Analysing quantitative data (James Richard) Data cleaning. Multivariate analysis. Revision. Using SPSS, Word, and Excel tables and figures clearly Thursday, 8 September 1.40-3.30 pm RWW501	Data analysis

8		Results section complete?
9		
10	Writing and editing for impact. (Janine Williams) Thursday, 29 September 1.40-3.30 RWW501	Discussion section complete?
11		Thesis DRAFT complete?
12		Fine tune
13		Submit Friday 21st October (4pm)

(This is a tentative schedule, which is subject to change and the topics may be adjusted depending on student requirements)

Key for the table

	Recommended attendance
	Voluntary attendance

Trimester Dates

Monday 11th July to Friday 22nd October.

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/Lecturer	Dr Janine Williams
Office:	RH 1127, Rutherford House
Phone:	463 5027
Email:	janine.williams@vuw.ac.nz
Office Hours: (or by appointment)	Wednesdays, 3.40 to 4.30
Course Administrator:	Katrina Walsh
Office:	RH 1121, Rutherford House
Phone:	463 5723
Email:	katrina.walsh@vuw.ac.nz
Office Hours:	Monday to Friday 9.00am to 4.00pm

Class Times and Room Numbers

Thursdays 1.40-3.30pm RH MZ06 (Workshop 1), RWW 501 (Workshops 2-4)

Course Delivery

Students and their research project supervisor are responsible for setting research project objectives, research strategy, and content. Supervisors are the primary source of thesis advice.

Mandatory course requirements

To meet the mandatory course requirements for MARK 430 students must:

- Submit the final Research Project. The outcome for the course will be a standard grade (A+ to E).

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 430 is a 30-point course. The course comprises independent work under the supervision of a staff member, together with informal class sessions and discussions. Participants are expected to spend an average of 18-20 hours per week on the various activities associated with 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>.

Assessment	%	Due Date
Research Project - two hard copies must be handed in to the 11 th floor reception staff, along with an electronic copy (refer to the <i>Assessment Instructions</i> below).	100	Friday 4pm 21 st October 2016

The course learning objectives are assessed in the research project, which typically includes an abstract, introduction, review of the relevant literature, development of research objectives, reporting of methods and results, and a discussion of the implications. MARK 430 is assessed solely on the basis of the research project (100%). The word limit is 10,000-12,000 words but this excludes the reference list and any supplementary documentation (e.g. HEC documentation such as the participation information sheet, a survey, interview guide, and/or focus group moderator guide). In addition to submitting two hard copies to the School of Marketing & International Business, students must submit an electronic copy of their research project on a CD or USB. Electronic recordings, transcripts, questionnaire data, SPSS files must also be included on the CD/USB.

Consent forms, electronic recordings, questionnaires (if hard copies were used) must be submitted to the supervisor for storage in accordance with the HEC guidelines.

Penalties

Late submission of the final research project is likely to result in delayed reporting of the final results for the Honours degree. Research Project received after the deadline will have **10% deducted from the available grade, per day**. For example, a research project that is one day late will lose 10% from the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc.

Clear word limits have been set. Failure to adhere to these limits will have **5% deducted from the available grade for every 500 words over the limit**.

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 for their research project.

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

A requirement of MARK 430 is that participants have an email address and that they check it frequently for course related messages.

After the examination process, the research project will be held in the SMIB library for students and staff to access, and one copy will be given to the student's supervisor, along with the CD/USB.

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.
