Course Outline 2017
MKTG 302: ADVANCED MARKETING RESEARCH (15 POINTS)
Semester 1 (1173)

Course Prescription

This course focuses on the more technical components of marketing research analysis and reporting. The course covers a number of aspects of quantitative market research such as advanced questionnaire design skills, online research methods and more advanced statistical analysis of marketing research data (including many multivariate methods). Students gain practical experience with the entire marketing research process through applied assignments.

Programme and Course Advice

Prerequisite: MKTG 201 or 291, and MKTG 202 or 292

Goals of the Course

The emphasis in this course is on thoroughly understanding marketing research techniques and the compilation of a marketing research project. Accordingly, it primarily is intended for individuals interested in specialising in marketing research. Students taking this paper will benefit through a better understanding of the needs of clients and the range of possible applications of marketing research.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Integrate the components of marketing research into the marketing research process;
2. Undertake individual stages of the marketing research process in a scientific manner;
3. Have an in-depth understanding of the principles of survey design and online survey methods;
4. Understand the flow and components of a data analysis strategy;
5. Understand the assumptions and techniques of multivariate research methods;
6. Analyse and interpret the results from various multivariate techniques.

Content Outline

Session 1   Introduction to Advanced Marketing Research. Qualitative and quantitative research methods. Sampling methods.
Session 2   Assignment briefing. Questionnaire design, reliability and validity. Online survey methods.
Session 3   Data preparation, and basic data analysis (chi-square/t-tests) and data presentation (graphing).
Session 4   Identifying relationships between continuous marketing variables (regression and correlation).
Session 5   Analysis of Variance (ANOVA) and Analysis of Covariance (ANCOVA).
Session 6   Term Test
Session 7   Market segmentation (cluster analysis).
Session 8   Reducing the collected data into manageable information (factor analysis).
Session 9   Assignment 2 working session.
Session 10   Presenting research information, course review and exam preparation.
Session 11   Student research presentations.
Session 12   Market Research Day.

Learning and Teaching

There will be a two hour lecture once a week that provide an overview of a particular topic. Meetings with mentors, tutorials and laboratories will help students to apply the knowledge gained during the lectures.

Teaching Staff

Course Coordinator/Lecturer
Dr Catherine Frethey-Bentham
Office: Room 414, level 4, OGGB
Telephone: 373-7599 (ext. 88830)
E-mail: c.bentham@auckland.ac.nz

Course Administration Co-ordinator
Joan McCoy
Email: j.mccoy@auckland.ac.nz

Learning Resources

Readings for this paper will be available through the course page on Canvas. In addition, there are two recommended readings for this course:

Hair, J.F., Jr., Black, W.C., Babin, B.J. & Anderson, R.E. (2014). *Multivariate data analysis: Pearson new international edition* (7th ed.). Upper Saddle River, N.J.: Pearson Education. ISBN: 9781292021904.

Frazer, Lorelle and Meredith Lawley (2000). *Questionnaire design and administration*. QLD, Australia: Wiley & Sons Inc.

Marketing Subject Librarian:
Justene McNeice
Subject Librarian Marketing
Tel: 09 373 7599 (ext 84668)
Email: j.mcneice@auckland.ac.nz

Marketing Resources webpage:
http://www.library.auckland.ac.nz/guides/business/marketing

Assessment

Mid-Semester Test	20%
Assignment 1 (Individual Assignment: Questionnaire design)	10%
Laboratory Assignments (5 labs, choose best 4 marks)	10%
Assignment 2 (Group Assignment: Data analysis and presentation of results)	20%
Final Exam	40%

The broad relationship between these assessments and the course learning outcomes is:

Learning Outcome	Test	Assignment 1	Assignment 2	Lab Assignments	Final Exam
1	X	X	X	X	X
2	X	X	X	X	X
3	X	X	X		X
4	X		X	X	X
5	X		X	X	X
6	X		X	X	X

DETAILED COURSE INFORMATION

Lectures: Lectures are held Tuesdays 11am-1pm. Students are required to read the relevant readings for each lecture prior to attending. Class time will be spent developing and expanding upon the material presented in readings. A full course programme is provided below.

Tutorials, Labs and Meetings: Students are required to attend a tutorial or laboratory most weeks - whether it is a tutorial or a lab will depend on the week (see schedule below), but students need only to enrol in ONE time slot. Labs/tutorials will be held on Thursdays at EITHER 9-10am or 12-1pm, enrolment is through SSO. Students will also be required to attend scheduled meetings with their industry mentor (times to be scheduled independently for each group in weeks 1-2 of class).

Course Timetable

Week beginning	Week	Topic	Lab / Tutorial information	Notes
6 March	1	Introduction to Advanced marketing Research. Qualitative and quantitative research methods. Sampling methods.	Tutorial to arrange assignment groups and mentor meeting times	
13 March	2	Assignment briefing. Questionnaire design. Reliability and validity. Online survey methods.	Tutorial – questionnaire design	
20 March	3	Data preparation, and basic data analysis (chi-square/t-tests) and data presentation (graphing)	Lab 1 – basic data analysis	
27 March	4	Identifying relationships between continuous marketing variables (regression and correlation)	Lab 2 – regression and correlation	Lab 1 due: Wednesday 29 March, 4pm
3 April	5	Analysis of Variance (ANOVA) and Analysis of Covariance (ANCOVA)	Lab 3 – ANOVA and ANCOVA	Assignment 1 due: Monday 3 April, 4pm

Lab 2 due: Wednesday 5 April, 4pm |
10 April	6	Term Test	No tutorial or lab today	Lab 3 due: Wednesday 12 April, 4pm
17 April 24 April		Mid Semester Break		
1 May	7	Market Segmentation (cluster analysis)	Lab 4 - cluster analysis	
8 May	8	Reducing the collected data into manageable information (factor analysis)	Lab 5 - factor analysis	Lab 4 due: Wednesday 10 May, 4pm
15 May	9	Assignment 2 working session	No tutorial or lab today	Lab 5 due: Wednesday 17 May, 4pm

Week beginning	Week	Topic	Lab / Tutorial information	Notes
22 May	10	Presenting research information, course review and exam preparation	No tutorial or lab today	
29 May	11	Student research presentations	Student research presentations	Assignment 2 due: Monday 29 May, 4pm. Research presentations due in lecture / tutorial time
5 June	12	Market Research Day – the three winning teams present their results, followed by networking and refreshments	No tutorial or lab today	

Expectations Regarding Classroom Behaviour: Please turn your cellphone OFF or to SILENT mode before your lecture or tutorial commences. In order to provide a good learning environment for all students, cellphone ringing, texting, or excessive personal chatter during lectures or tutorials is unacceptable and may cause you to be ejected from lectures, tutorials, and especially, tests. Students are expected to express themselves politely to one another and to their lecturer or tutor, during group discussions. Although you are welcome to bring drinking water to lectures, please be advised that University Lecture Theatre Management policy does not permit food or beverages to be consumed in lecture theatres or tutorial rooms. Please try to arrive at your lecture or tutorial before it commences, and if you are unavoidably late or have to leave early, please try to minimise the disruption to the class.

Communicating with the MKTG 302 Teaching Team: The MKTG 302 Teaching Team consists of your lecturer, graduate teaching assistant and Joan McCoy (the Undergraduate Course Administrator). Your lecturer will advise you of their office hour at the first lecture session.

1. Outside of scheduled office hours, the BEST way to contact the members of the 302 teaching team is via email. We check email often, and will get back to you as soon as possible.
2. In general, queries regarding material covered in lectures and assignments should be directed to the lecturer. Queries regarding tutorial or lab material should be directed to your tutor. Administrative queries (e.g. missed test, enrolment issues etc.) should be directed to Joan McCoy.
3. Please DO NOT email all of us at once! If you email the wrong person, the recipient will forward your email to the correct person as soon as possible. If you are unsure who to email your query to, email your lecturer.
4. Please identify yourself and the course clearly (all of us are involved with more than one paper), and include a contact telephone number if your query is of a complicated or urgent nature.
5. Please do not use text language to communicate with us. We will not reply to emails that are phrased rudely or that are written in text language.

Assessment

1)   Term Test (20%)

A term test will be held at 11am on Tuesday, 11 April 2017 (during the lecture period for week 6). The test will be based upon material presented in lectures and readings. Test format to be advised.

2)   Assignment 1 – Individual Assignment (10%)

Assignment 1 will be an individual assignment whereby students are required to apply the principles of questionnaire design learned in this course to design a questionnaire. The questionnaire will be based on the briefing information and objectives presented by an external client. The due date for the assignment is Monday 3 April, 4pm.

3)   Assignment 2 – Group Assignment (20%)

Students will be required to complete a marketing research assignment that encompasses data analysis and interpretation of research results. The project is in written form and will also involve students presenting the findings of their research in class. More details relating to the assignment will be given in class. The due date for the written component of the assignment is Monday 29 May, 4pm.

4)   Laboratories (10%)

There are 5 laboratory assignments to be completed. Students should attend computer laboratory sessions in order to obtain assistance in completing the set laboratory assignments. The best four marks from the five laboratory assignments completed will each be worth 2.5% of students' final grade (10% total).
Students are encouraged to discuss questions or problems they have regarding the labs with other members of their class. However, labs that show clear signs of plagiarism and/or cheating will be referred to the disciplinary committee. Details of each laboratory assignment will be advised closer to the time.

Laboratory Outline:

a) Basic Data Analysis	-	Due Wednesday 29 March, 4pm.
b) Regression and Correlation	-	Due Wednesday 5 April, 4pm.
c) ANOVA and ANCOVA	-	Due Wednesday 12 April, 4pm.
d) Cluster Analysis	-	Due Wednesday 10 May, 4pm.
e) Factor Analysis	-	Due Wednesday 17 May, 4pm.

5)   Final Exam (40%)

The final exam will be 2 hours long (closed book). The date and time of this exam is to be advised. The exam will require students to demonstrate their knowledge of the concepts discussed throughout the course. Exam format to be advised.

Canvas System

All assignments and announcements will be published during the semester via Canvas. Make sure to check Canvas regularly.
Please refer to the Department of Marketing Undergraduate Protocol at the end of this course outline for further information regarding Department polices.

DEPARTMENT OF MARKETING UNDERGRADUATE PROTOCOL

We, the Marketing Department, regard our relationship with students as very important. This is why we have written this protocol which describes the key policies and practices that will help you to have a clear understanding of what you can expect from your lecturer and what the lecturer can expect from you. In respect to this, our overriding principles are consistency and fairness in terms of how each student is treated.

Expected workload for students

Most undergraduate courses are worth 15 points. The University considers that a standard semester course of 15 points should represent 150 hours of study. Split across 15 weeks (e.g. 12 weeks in the semester, 2 weeks in the mid-semester break, plus 1 week for exam preparation), this means that the average workload per course is around 10 hours per week. A typical weekly workload for a student in a course may look like this: 2 hours of reading/preparing for classes plus 3 hours of class contact time. This leaves 5 hours each week for: revision, working on assessments, sitting out of class assessments, team work, administrative time (e.g. Canvas, turnitin.com), etc.

Full-time students generally take four courses per semester which would result in approximately 40 hours of study-related workload each week. This workload will vary across weeks with some weeks requiring more time (e.g. weeks 6 and 12).

Consider your workload carefully before contemplating extracurricular activities, such as part-time work. Lastly, prevent bottlenecks (and stress and lost marks) by planning ahead at the start of the semester.

Communication

Course-Coordinators, Lecturers and Tutors will always aim to communicate with you in a timely and efficient manner. The main venue where the course information will be provided are lectures and tutorials. Additionally, the main information related to the course, such as deadlines for your assignments, can be found in the Course Outline and on Canvas.

We also use Canvas software to help students keep track of their own progress, e.g. allowing students to check their own marks on the web. Some marketing lecturers may also use Canvas software to:

►Provide students with unrestricted access to course materials (lecture notes, case studies and reference materials). Students will be able to access these materials anytime and anywhere via the Internet.

►Keep students informed with changes to the schedule, upcoming events, and opportunities for part time marketing jobs or social events.

Please note that the information posted on Canvas does not fully cover information given in lectures. Therefore, if you miss a class, you should ask other students whether you have missed any important announcements (or materials). It is your responsibility to monitor, read, and keep up to date on all course communications.

Grading

This is the distribution that students are graded on for undergraduate courses in the Department of Marketing:

GRADE	DESCRIPTION	%
A+	Outstanding	90-100
A	Excellent	85-89
A-	Approaching Excellence	80-84
B+	Very good, comfortably meeting expectations	75-79
B	Good, meets expectations	70-74
B-	Good, just meets expectations but minor problems	65-69
C+	Adequate, almost meeting expectations but minor problems	60-64
C	Adequate, not quite meeting expectations because of problems	55-59
C-	Just adequate, not quite meeting expectations because of further problems	50-54
D+	Inadequate, further problems and below expectations	45-49
D	Inadequate, well below expectations because of major problems	40-44
D-	Completely inadequate, well below expectations because of major problems	0-39

Please note: The grade scales are indicative only. Scaling may be applied.

Assignments

Please note that group and individual assignment weightings can NOT be transferred to the final exam/assessment.

When handing in your assignments, please use the appropriate cover sheet, and please use your official name, as is currently used in University records. You will have considerable advance notice about the date that assignments are due. Therefore, you must plan your work to give yourself leeway so unforeseen events such as computer problems or losing an assignment do not prevent you from handing the assignment in on time. Unacceptable reasons for a late assignment also include being overseas or other work or sporting commitments. Acceptable reasons for handing a late assignment might be a longer period of illness prior to the deadline, unexpected incarceration or bereavement. However, in these circumstances you will be required to provide suitable documentation as evidence (e.g. a certificate from the campus Health Centre), as early as possible, but no later than the assignment due date.

Students will be penalised for handing in assignments after the due date. Below is a list of penalties that can be expected:

1 day late 10% off grade achieved by student
2 days late 20% off grade achieved by student
3 days late 30% off grade achieved by student
4 days late 40% off grade achieved by student
5 days late 50% off grade achieved by student

Note: Assignments handed in five minutes past the deadline are considered one day late. If an assignment is due in on a Friday, then an assignment submitted on Monday is considered to be three days late. Assignments handed in later than five days after the deadline will not be graded. Although these penalties may seem harsh, their purpose is to prepare you for the expectations your employer will have of you (i.e. planning your time efficiently, and meeting deadlines) while maintaining fair and equitable treatment of all students.

For group assignments, all members of the group will be awarded the same group assignment mark, unless the course coordinator is informed of group issues that may have adversely affected the group work. Such issues must be brought to the attention of the course co-ordinator before the assignment due date.

In group assignments where peer assessment is used, students not contributing equally to the group effort may be penalised. Therefore students should inform their team mates, and the teaching staff, if they are unable to contribute equitably to the group assignment at any point. Once again, suitable documentation must be given to the course co-ordinator as early as possible, but no later than the assignment due date.

Grading of Assessments
Students can expect all mid-semester tests and assignments to be graded and returned in tutorials within two weeks (unless otherwise specified by lecturer). Your grades will be viewable on Canvas as soon as they are available. Always remember to compare your grades on Canvas with the grades that are written on your test or assignments, and report any discrepancies to your lecturer or tutor without delay.

Importance of Mid-Semester Tests and the Final Exam
Mid-semester tests provide an opportunity for students to test their individual knowledge under controlled conditions, and also allow students to practice for the final exam. The final exam is an integral part of each paper and accounts for a large percentage of your final grade. Failing the final exam may make it very difficult to pass a paper.
It is the student's responsibility to be aware of the location, time, and date of their mid-semester tests and final exams. Students who miss mid-semester tests or final exams because of ill health or bereavement reasons may apply for an aegrotat or for compassionate consideration (see the University Calendar/Examination Regulations for the relevant procedures). Be aware that you have to apply within 7 days after the test/exam.
Note: Acceptable reasons for missing tests/exams include documented illness of yourself or your dependent(s), incarceration and bereavement. Reasons such as going on vacation, sporting or work commitments, or getting the date and/or time of test wrong etc. are not acceptable. If you are disabled

or have other difficulties necessitating special accommodation for the test/exam (e.g. a longer test time, or a separate testing room), please advise the Course Coordinator as soon as possible.

Class Representatives

The Marketing Department values the role of class representatives and encourages students to act in this capacity. Students are encouraged to talk to class representatives about the course. Lecturers really appreciate the class representatives' feedback. This channel is used as an opportunity to make improvements to the course. There are two formal class representative meetings during a semester. During these meetings, class representatives have the opportunity to talk to the lecturers and the undergraduate co-ordinator about the overall evaluation of the course, and provide ideas and suggestions.

Disputes

If you have a problem with any Marketing course, first approach your lecturer or course co-ordinator. If you are uncomfortable approaching your course co-ordinator then please contact the Marketing Department's undergraduate co-ordinators:

- Dr Catherine Frethey-Bentham (OGGB, level 4, phone: 373 7599 Ext. 88830, e-mail: c.bentham@auckland.ac.nz) or
- Dr Rebecca Dolan (OGGB, level 4, phone: 373 7599 Ext. 86984, e-mail: rebecca.dolan@auckland.ac.nz).

Students who wish to query their final exam and/or final grade must do so through the appropriate channels (for the procedure see the University Calendar/Examination Regulations). You can apply only for a recount (not a remark) of your exam. Please do not contact your lecturers directly because they will not be able to give out any information on final exam marks.

Attachment:

CHEATING AND PLAGIARISM
The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at:
www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

THIRD PARTY ASSISTANCE WITH COURSEWORK
While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available at: www.business.auckland.ac.nz/thirdpartyassistance

HELP WITH ACADEMIC REFERENCING
Acknowledgement of sources is an important aspect of academic writing. The University's Referen©ite website www.cite.auckland.ac.nz provides students with a one-stop online resource for academic referencing needs. Referen©ite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.