



The University of Auckland Business School

Course Outline 2017

MKTG 703 Research Methods 1 (15 POINTS)

Semester 1, (1173)

Course Prescription

The purpose of this course is to provide students with an overview of research methodology and methods. We aim to provide an understanding of the research process and introduce some basic techniques in both qualitative and quantitative research in order to assist students to think critically when designing research and to plan their research projects in a rational and realistic way. The course commences with an introduction to the philosophy of research and methodology used by social scientists in their discovery of theory. This is followed by an introduction to different types of qualitative research methods commonly used in marketing. Quantitative research methods are introduced during the second part of the course, and research design and analysis techniques will be discussed.

Programme and Course Advice

Goals of the Course

The purpose of this course is to provide students with advanced knowledge of research methodologies and methods to prepare them for working on their dissertation.

Learning Outcomes

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

1. Confidently discuss the research continuum, and the different philosophies that underpin its many points.
2. Express competence in evaluating and applying a variety of advanced methods.
3. Understand when to apply qualitative methodologies and methods, and when to apply quantitative methodologies and methods.
4. Competently design a research project.

Part A

Content Outline

March 6 , 10-1	Introduction to Research: Epistemology, Theory, Methodology and Methods	MBO
March 13, 10-1	Ethnography and Interviewing (In Depth)	MBO
March 20, 10-1	Action Research and Interviewing (Focus Groups)	MBO
March 27, 10-1	Discourse Analysis and Content & Thematic Analysis	MBO
April 3, 10-1	Grounded Theory and NVivo (computer assisted programme for content and thematic analysis)	MBO
April 10, 10-1	Presentations	MBO
April 17-29	Mid-Semester Break	
May 3, 10-1	Principles of quantitative research methods: sampling, data collection, basic data analysis	CFB
May 10, 10-1	Designing and operationalising research projects; experimental design	CFB
May 17, 10-1	Moderator and mediator effects.	CFB
May 24, 10-1	ANOVA, ANCOVA; introduction to MANOVA.	CFB
May 31, 10-1	Investigating Relationships: Regression	CFB
June 7, 10-1	Investigating Relationships: Binary Logistic Regression	CFB

Learning and Teaching

This course will be taught over a 13 week period.

The first six sessions will be taught once each week on Mondays for three hours in OGGB Room 040B. The second six sessions will be taught once each week on Wednesdays for three hours in OGGB Room 317. Part of April 10 session (Nvivo), May 17 session (ANOVA, ANCOVA and MANOVA) and May 31 session (regression) and June 7 session (logistic regression) will be in a computer lab on level 0. The third hour of Module 1 will be a practical session.

Students are expected to come to class well prepared and willing to be involved.

Teaching Staff

Qualitative Component

Professor Margo Buchanan-Oliver

Email: m.buchanan-oliver@auckland.ac.nz

Quantitative Component

Dr Catherine Frethey-Bentham

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Learning Resources

Module 1

Readings are included in the **Course Book** for Module 1.

Module 2

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.

Assessment

Assessment Task	Weighting	Learning Outcomes Assessed
Module1 - Assignment 1: Group Critique	20%	1,2,3,4
Module 1 - Assignment 2: Individual Research	30%	1,2,3,4
Module 2 - Assignment (individual)	30%	1,2,3,4,
Module 2 – Assignment (group project)	20%	1,2,3,4

INCLUSIVE LEARNING

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the course convenor/lecturer and/or tutor.

STUDENT FEEDBACK

Student feedback has been used to shape the course regarding readings and content. Students will be asked to complete a Lecturer Evaluation at the end of both Modules and a Course Evaluation at the end of Module 2.