

Course Outline 2017
MKTG 704: Research Methods in Marketing (15 POINTS)
Semester 2 (1175)

Course Prescription

This is a core course for all Marketing postgraduate students. The course builds upon the learning outcomes achieved during the semester one course, Marketing 703. Specifically, more advanced research methodologies and methods are introduced, considered in greater depth, and examined.

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 further 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.

Content Outline

Qualitative Component:

1. Demystifying dissertation writing and applying for ethics
2. Constructivism and Repertory Grid – a master class
3. Interviewing and analysis revisited
4. Focus Groups
5. Multi-Modal Methods in Action: ZMET
6. Presentations

Quantitative Component:

1. Principles of Measurement
2. Scale Development Process
3. Exploratory Factor Analysis
4. Construct Validation
5. Presentation

Learning and Teaching

Both parts of this course will be taught over a 6 week period with each session run once per week for two to three hours. Students are expected to come to class well prepared and willing to be involved.

Teaching Staff

Qualitative Component (module 1)

Dr Denise Conroy

Email: d.conroy@auckland.ac.nz

Office Hours by appointment

Quantitative Component (module 2)

Dr Laszlo Sajtos

E-mail: l.sajtos@auckland.ac.nz

Office Hours by appointment

Learning Resources

Readings will be announced either via Canvas or via a reading list.

Assessment

Assessment Task	Weighting	Learning Outcomes Assessed
Assignment 1 -Module1	20%	1,2,3,4
Group Assignment – Module1	30%	1,2,3,4
Group Assignment –Module 2	30%	1,2,3,4
Individual Assignment – Module 2	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.

Student Feedback

Each year students are asked to complete confidential evaluations for each of the two lecturers and for the course. This feedback is then used to improve the course and its delivery