



UNSW Course Outline

MARK8996 Research Seminar in Marketing - 2024

Published on the 14 Feb 2024

General Course Information

Course Code : MARK8996

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Marketing

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

The study, analysis, and critique of a diverse range of marketing scholarship with a particular emphasis on theory and research in managerial and strategic marketing as well as marketing organisation, systems, and institutions. Emphasis will be on examining the state of knowledge,

theory construction, and theory development as well as understanding the contribution of theoretical and empirical work including research positioning, conceptual development, methodology, and analytical approach. In addition the course considers scholarly writing and communication style in marketing—including the uses and abuses of arguments and counter-arguments, narratives, diagrammatic models, graphs, and the presentation of data. Preparation of a conceptual paper of a refereed journal standard based on a focused and critical literature review will enable these ideas and concepts to be implemented.

Course Aims

- To develop knowledge and skills that enable the student to evaluate, critique, and ultimately contribute to the scholarly marketing literature.
- In this course, an important focus is on developing an understanding of how to construct good theory: how to state and explicate conjectures, how to justify falsifiable theoretical propositions, and how to present empirical testable hypotheses.
- To further develop knowledge and skills required for the student to prepare a conceptual article for a respected marketing journal and/or competitive refereed conference proceedings.

Relationship to Other Courses

This course is a concentrated, structured introduction to mainstream academic research processes in marketing. Specifically, we shall:

Consider the range of issues that researchers routinely have to address

Examine how these issues might be managed

Discuss the design of executable research so that students can undertake research of their own

Adopt a critical and questioning approach throughout

Along the way, students will learn about the systems and structures of academic marketing (such as the journals, authors, conferences, societies and institutions), and have some exposure to research controversies, disputes and paradoxes. Much of this will come from their critical evaluation of the set readings, rather than from formal instruction in research methodology.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Undertake an analysis of the research environment in which they wish to participate, including recognising the opportunities that stem from it (and the associated limitations)	<ul style="list-style-type: none"> • PL02 : Problem Solving • PL05 : Responsible Business Practice
CLO2 : Review research already published and critique it: recognizing threats to its validity and areas of potential leverage	<ul style="list-style-type: none"> • PL01 : Business Knowledge • PL06 : Global and Cultural Competence • PL07 : Leadership Development
CLO3 : Formulate their own research plan including formulating the problem that they wish to address, the methodology by which they will address it, and a plan of execution.	<ul style="list-style-type: none"> • PL03 : Business Communication • PL04 : Teamwork • PL06 : Global and Cultural Competence

Course Learning Outcomes	Assessment Item
CLO1 : Undertake an analysis of the research environment in which they wish to participate, including recognising the opportunities that stem from it (and the associated limitations)	<ul style="list-style-type: none"> • Research Reports (x2) • Class Participation
CLO2 : Review research already published and critique it: recognizing threats to its validity and areas of potential leverage	<ul style="list-style-type: none"> • Final Project • Research Reports (x2) • Class Participation
CLO3 : Formulate their own research plan including formulating the problem that they wish to address, the methodology by which they will address it, and a plan of execution.	<ul style="list-style-type: none"> • Final Project • Class Participation

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

The course relies heavily on students reading the articles scheduled for class. Every student can be expected to be called to address any of the readings. As well as theoretical and methodological papers, we will spend a lot of time looking at applications, so that students will have a good understanding as to how to build on the literature. Rather than rote learning, I will be looking to students to develop their way of thinking about issues and problems, as well as structured ways to address them.

This course is not meant to be onerous or stressful. I will try to make it interesting and fun as we go through. I would much prefer that the class thinks of it as a useful resource to equip them to get through the year than a rod for their back.

Other Professional Outcomes

Students should complete the course with an understanding as to how to formulate and structure a research stream.

Additional Course Information

Students should consult the Lecturer in Charge if they have any questions

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Research Reports (x2)	40%	
Class Participation	10%	
Final Project	50%	

Assessment Details

Research Reports (x2)

Course Learning Outcomes

- CL01 : Undertake an analysis of the research environment in which they wish to participate, including recognising the opportunities that stem from it (and the associated limitations)
- CL02 : Review research already published and critique it: recognizing threats to its validity and areas of potential leverage

Class Participation

Course Learning Outcomes

- CL01 : Undertake an analysis of the research environment in which they wish to participate, including recognising the opportunities that stem from it (and the associated limitations)
- CL02 : Review research already published and critique it: recognizing threats to its validity and areas of potential leverage
- CL03 : Formulate their own research plan including formulating the problem that they wish to address, the methodology by which they will address it, and a plan of execution.

Final Project

Course Learning Outcomes

- CL02 : Review research already published and critique it: recognizing threats to its validity and areas of potential leverage
- CL03 : Formulate their own research plan including formulating the problem that they wish to address, the methodology by which they will address it, and a plan of execution.

General Assessment Information

All assignments are compulsory.

Grading Basis

Standard

Requirements to pass course

Students should pass each individual component of the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Lecture 1: Approaches to Research in Marketing
Week 2 : 19 February - 25 February	Lecture	Lecture 2: A Framework for Marketing Strategy
Week 3 : 26 February - 3 March	Lecture	Lecture 3: Planning Research Projects
Week 4 : 4 March - 10 March	Lecture	Lecture 4: Option Generation in Theory
Week 5 : 11 March - 17 March	Lecture	Lecture 5: Typology of Marketing Research Report 1 due: March 17, 4 pm
Week 6 : 18 March - 24 March	Lecture	Lecture 6: Applications – New Products.
Week 7 : 25 March - 31 March	Lecture	Lecture 7: Mix, dynamics, and consumer response
Week 8 : 1 April - 7 April	Lecture	Lecture 8: Customer management and segments Report 2 due: April 7, 4 pm
Week 9 : 8 April - 14 April	Lecture	Lecture 9: Student presentations & Wrap Up
Week 10 : 15 April - 21 April	Lecture	Lecture 10: There is no lecture in Week 10, but there will be a summary of material covered in the course.

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

General Schedule Information

If you are unable to attend a lecture, please consult the Lecturer in Charge.

Course Resources

Prescribed Resources

There is no set textbook for this course. Most of the relevant material is scattered across specialist books, journal articles and web-sites. To help students master the material, set readings are assigned. However, everyone will need to read more widely than this the process of reading for a research assignment is likely to be very different from the way most students have previously read for courses. A list of sources is provided with the session outline, which will be distributed at the first lecture.

Recommended Resources

Readings will be distributed before every lecture. Genrally, these will consititute journal articles.

Additional Costs

Nil

Course Evaluation and Development

We will have a small class and so individual student participation will be possible. Studnets should come prepared to discuss the readings which will form the basis for their written work.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	John Roberts					No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism

- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control

interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special

Consideration" on the [key policies and support](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).

- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.