UNSW Course Outline

MARK4210 Business Research Methods in Marketing - 2024

Published on the 09 Oct 2024

General Course Information

Course Code : MARK4210
Year : 2024
Term : Term 3
Teaching Period : T3
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 : Undergraduate
Units of Credit : 6

Useful Links

Handbook Class Timetable

Course Details & Outcomes

Course Description

This course is a critical overview of selected methodological issues in academic research in marketing. Specifically it shall: (a) Consider a range of methodological issues that researchers routinely have to address. (b) Examine how these issues might be managed. (c) Discuss the

design of executable research methods so that students can undertake research of their own. (d) Adopt a critical and questioning approach throughout. Much of this will come from a critical evaluation of the set readings, rather than from formal instruction in research methodology.

Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Understand course readings and contribute to class discussion in critiquing the ideas that they contain	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO2 : Ability to synthesize a pattern of research methods across leading methodological approaches and journal publications in the field of Marketing	• PLO2 : Problem Solving
CLO3 : Demonstrate capacity for independent critical enquiry about consumer behaviour research problems.	• PLO2 : Problem Solving • PLO3 : Business Communication
CLO4 : Construct written work which is logically and professionally presented.	• PLO2 : Problem Solving • PLO3 : Business Communication
CLO5 : Present oral work that is both logical and professional.	• PLO7 : Leadership Development

Course Learning Outcomes	Assessment Item
CLO1 : Understand course readings and contribute to class discussion in critiquing the ideas that they contain	• Class Participation • Written Critiques • Final Presentation
CLO2 : Ability to synthesize a pattern of research methods across leading methodological approaches and journal publications in the field of Marketing	• Class Participation • Written Critiques • Final Presentation
CLO3 : Demonstrate capacity for independent critical enquiry about consumer behaviour research problems.	• Class Participation • Written Critiques • Final Presentation
CLO4 : Construct written work which is logically and professionally presented.	• Written Critiques • Final Presentation
CLO5 : Present oral work that is both logical and professional.	• Class Participation • Final Presentation

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Class Participation Assessment Format: Individual	20%	Due Date: General class participation (ongoing)	• PLO1 : Business Knowledge • PLO3 : Business Communication
Written Critiques Assessment Format: Individual	20%	Due Date: In class in relevant weeks as assigned	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication
Final Presentation Assessment Format: Individual	60%	Due Date: Preliminary report and discussion in Week 6 with final presentation and report in special session held in week 11	• PLO1 : Business Knowledge • PLO2 : Problem Solving • PLO3 : Business Communication • PLO7 : Leadership Development

Assessment Details

Class Participation

Course Learning Outcomes

- CLO1 : Understand course readings and contribute to class discussion in critiquing the ideas that they contain
- CLO2 : Ability to synthesize a pattern of research methods across leading methodological approaches and journal publications in the field of Marketing
- CLO3 : Demonstrate capacity for independent critical enquiry about consumer behaviour research problems.
- CLO5 : Present oral work that is both logical and professional.

Generative AI Permission Level

Assistance with Attribution

This assessment requires you to write/create a first iteration of your submission yourself. You are then permitted to use generative AI tools, software or services to improve your submission in the ways set out below.

Any output of generative AI tools, software or services that is used within your assessment must be attributed with full referencing.

If outputs of generative AI tools, software or services form part of your submission and are not appropriately attributed, your Convenor will determine whether the omission is significant. If so, you may be asked to explain your submission. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office

for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

Written Critiques

Course Learning Outcomes

- CLO1 : Understand course readings and contribute to class discussion in critiquing the ideas that they contain
- CLO2 : Ability to synthesize a pattern of research methods across leading methodological approaches and journal publications in the field of Marketing
- CLO3 : Demonstrate capacity for independent critical enquiry about consumer behaviour research problems.
- CLO4 : Construct written work which is logically and professionally presented.

Assessment Length

1-2 pages (max 600 words)

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Final Presentation

Course Learning Outcomes

- CLO1 : Understand course readings and contribute to class discussion in critiquing the ideas that they contain
- CLO2 : Ability to synthesize a pattern of research methods across leading methodological approaches and journal publications in the field of Marketing
- CLO3 : Demonstrate capacity for independent critical enquiry about consumer behaviour research problems.

- CLO4 : Construct written work which is logically and professionally presented.
- CLO5 : Present oral work that is both logical and professional.

<u>Generative AI Permission Level</u>

Assistance with Attribution

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General Assessment Information

<u>Grading Basis</u>

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Seminar	Overview & Measurement I Topic selection, Contribution Constructs vs operationalization, Validity and Reliability, Surveys
Week 2 : 16 September - 22 September	Seminar	Measurement II & Experiment Design I Text mining vs human coders, Intercoder reliability Manipulation/measure stimuli, ANOVA
Week 3 : 23 September - 29 September	Seminar	Experiment Design II Mediation, Moderation, Moderated Mediation
Week 4 : 30 September - 6 October	Seminar	Analytical Model Xingyu Fu
Week 5 : 7 October - 13 October	Other	Public Holiday
Week 6 : 14 October - 20 October	Seminar	Preliminary informal presentations and discussion/feedback session for draft term projects
Week 7 : 21 October - 27 October	Seminar	Linear Model OLS, dummies, Moderation, Mediation Panel data, Fixed effects, Mean centering, Multicollinearity, VIF
Week 8 : 28 October - 3 November	Seminar	Logit and Ordered Logit Models Logit 0/1, Probit 0/1, Interactions Prediction/accuracy, Recall/ precision/ F1
Week 9 : 4 November - 10 November	Seminar	Probability Models for Customer-Base Analysis Bruce Hardie [time/day TBA, due to UK-Australia time zone difference]
Week 10 : 11 November - 17 November	Seminar	Casual Effects: DID, Field experiments SunAh Kim
Week 11 : 18 November - 24 November	Seminar	Final presentations and discussions of individual projects

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.

Course Resources

Recommended Resources

Andrew F. Hayes (2022) Introduction to Mediation, Moderation, and Conditional Process Analysis, third edition, Guilford Press.

Remler and Van Ryzin (2021) Research Methods in Practice, third edition, Sage.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Yu-Ting Lin				by appointment via email	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 Policies and Guidelines 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 Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. 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 Code of Conduct, 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

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

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. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. 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. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

LATE SUBMISSION PENALTIES

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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. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment 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.