

**Course Outline 2017**  
**MKTG 202: MARKETING RESEARCH (15 POINTS)**  
**Second Semester (1175)**

---

### **Course Prescription**

The fundamental concepts and stages of marketing research provided within an overall structural framework, including: how to integrate stages, carry out research in a scientific manner, read and analyse research reports, apply research skills.

### **Programme and Course Advice**

Prerequisite: MKTG 201 or MKTG 291

Restriction: MKTG 292

### **Goals of the Course**

This course aims to provide students with a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers. It is assumed that students enrolled in this course have a basic understanding of marketing terminology and concepts.

### **Learning Outcomes**

The emphasis in this course is on marketing research as an aid to management decision-making. Accordingly, it primarily is intended for prospective users of research results, rather than for specialists in research. However, the latter group, if intending to continue on to Advanced Marketing Research (MKTG 302), will benefit through a better understanding of the needs of clients and the range of possible applications.

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

1. Display problem analysis skills and an ability to translate a management problem into a feasible research question.
2. Demonstrate a working knowledge of the concepts and methods of marketing research.
3. Recognise with an increased sensitivity the biases and limitations of marketing data.
4. Show an understanding of questionnaire design and sampling theory.
5. Demonstrate competency with the SPSS statistical software package and the ability to use SPSS to enter marketing data, conduct various types of statistical analyses and interpret their outputs.
6. Exhibit an understanding of qualitative and quantitative research methods and their application to marketing research.

### **Content Outline**

- Lecture 1 Introduction to Marketing Research and the Research Process
- Lecture 2 Problem Definition
- Lecture 3 Research Design and Secondary Data Sources
- Lecture 4 Qualitative Methods
- Lecture 5 Descriptive Research Design and Observation
- Lecture 6 Causal Research Design
- Lecture 7 Measurement, Scaling and Sampling
- Lecture 8 Data Preparation and Analysis Strategy
- Lecture 9 Data Analysis: Hypothesis testing, Frequencies and Cross-tabulation
- Lecture 10 Data Analysis: Testing for Significant Differences – t-test/ANOVA
- Lecture 11 Data Analysis: Testing for Association – Correlation and Regression
- Lecture 12 Course Wrap-Up, SPSS Exam overview

## Learning and Teaching

Mini tests: Ten mini tests

Classes: Two-hour interactive sessions

Labs: Four 1-hour online SPSS sessions

## Teaching Staff

Course Co-ordinator/Lecturer

### **Dr Laszlo Sajtos**

Office: 425 OGG Building

Telephone: 373-7599 (ext. 82724)

E-mail: [l.sajtos@auckland.ac.nz](mailto:l.sajtos@auckland.ac.nz)

Graduate Teaching Assistant

### **To be confirmed**

Course Administration Co-ordinator

### **Christina Huang**

Office: 431 OGG Building

Telephone: 373-7599 (ext 87479)

E-mail: [christina.huang@auckland.ac.nz](mailto:christina.huang@auckland.ac.nz)

## Learning Resources

### **Required Text:**

Malhotra, Naresh K. (2013). Basic marketing research (International edition). Pearson.

### **Recommended Reading:**

Coakes, Sheridan (2013), SPSS Version 20.0 for Windows: Analysis Without Anguish, John Wiley & Sons, Inc.

Marketing Subject Librarian:

### **Justene McNeice**

Office: Room M25, Level M (between levels 1 and 2) General Library

Tel: 09 373 7599 ext 87547

Email: [j.mcneice@auckland.ac.nz](mailto:j.mcneice@auckland.ac.nz)

## Assessment

Mini tests	20%
Term Test	25%
Group Assignment	30%
SPSS computer laboratory exam	25%
<b>Total</b>	<b>100%</b>

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

Learning Outcome	Mini Test	Group Assignment	Midterm Test	SPSS Exam
1	X	X	X	X
2	X	X	X	X
3	X	X	X	X
4	X	X		X
5	X	X		X
6	X	X	X	

## DETAILED COURSE INFORMATION

**Classes:** Lectures are held on Tuesdays (once a week) between 10-12am (2-hour interactive session) in OGGB4. However, in weeks 8-11 (for 4 weeks only), the session will run for an additional hour (i.e. for three hours, in total). This extra hour might called **supervision** in your timetable (for more information please refer to the 'Labs' section). You are required to read the relevant chapters from the prescribed textbook prior to attending classes, not only for the tests, but also for you to be able to understand the content for any given week.

**Mini tests:** Mini tests are designed to test your knowledge based on the content (i.e. textbook chapter) assigned for that particular week. The test will consist of 10 multiple choice questions. You are allowed to take the test twice (once before and once after the lecture) and retain the highest score. These are unsupervised tests, so all you need to have is internet access and you can sit them at a time and place that suits you.

**Labs:** There will be four 1-hour online/computer-based sessions about the SPSS statistical software package between weeks 8-11 right after the 2-hour lecture. These are the only four weeks when there will be a 3-hour session. This is an **online** tutorial (see **supervision** above), but Labs 6, 7 and 12 are available if people want to attend in person. These online sessions will focus on data analysis by using the SPSS software package, and they are recorded.

## Course Timetable

Week	Topic	Assessment
1	Introduction to Marketing Research and the Research Process (Chapter 1)	
2	Problem Definition (Chapter 2)	Mini test 1 (2%) Group assignment 1 (5%)
3	Research Design and Secondary Data Sources (Chapter 3-5)	Mini test 2 (2%) Group assignment 2 (5%)
4	Qualitative Methods (Chapter 6)	Mini test 3 (2%) Group assignment 3 (5%)
5	Descriptive Research Design (Chapter 7 & 11)	Mini test 4 (2%) Group assignment 4 (5%)
6	Causal Research Design (Chapter 8)	Mini test 5 (2%)
	<b>Mid-term test (25%)</b>	
7	Measurement, Scaling and Sampling (Chapter 9-10, 12-13)	Mini test 6 (2%)
8	Data Preparation and Analysis: Hypothesis testing, Frequencies (Chapter 14-15) <b>SPSS online session 1</b>	Mini test 7 (2%) Group assignment 5 (5%)
9	Data Analysis: Hypothesis testing and Cross-tabulation (Chapter 16) <b>SPSS online session 2</b>	Mini test 8 (2%) Group assignment 6 (5%)
10	Data Analysis: Testing for Significant Differences, t-test/ANOVA (Chapter 17) <b>SPSS online session 3</b>	Mini test 9 (2%) Group assignment 7 (5%)

11	Data Analysis: Testing for Association – Correlation and Regression (Chapter 18) <b>SPSS online session 4</b>	Mini test 10 (2%) Group assignment 8 (5%)
12	Course-wrap up, Exam Preparation	
	<b>Final exam (25%)</b>	

**Expectations Regarding Classroom Behaviour:** Please turn your cellphone OFF or to SILENT mode before your class or lab commences. In order to provide a good learning environment for all students, cellphone ringing, texting, or excessive personal chatter during classes or labs is unacceptable and may cause you to be ejected from classes, labs, 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 classes, please be advised that University Lecture Theatre Management policy does not permit food or beverages to be consumed in lecture theatres or lab rooms. Please try to arrive at your class or lab 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 202 Teaching Team:** The 202 Teaching Team consists of your lecturers, your tutor(s), and Ms. Christina Huang, the Undergraduate Course Administrator. Your lecturers and tutor(s) will advise you of their contact details and office hour at the first class and first lab session respectively.

1. Outside of scheduled office hours, the BEST way to contact the members of the 202 Teaching Team is via email. We check email every day and will get back to you generally within 24 hours.
2. In general, queries regarding material covered in classes and assignments should be directed to the lecturer. Queries regarding lab material should be directed to Dr. Laszlo Sajtos. Administrative queries (e.g. missed test etc) should be directed to Ms. Christina Huang.
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 in 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) Mini tests (20%)

Ten mini tests will be conducted between Week 2 and 11, but only your best eight mini-tests marks will be considered. You can take your mini-tests online twice, once before and once after the lecture, and the best score will count towards your grade. These mini tests will test your knowledge of the textbook chapters. Your lecturer will advise you of the exact format in the first lecture.

### 2) Term test (25%)

The first test will be 1 hour long plus 10 minutes reading time (closed book). The test will take place at **6-8pm on Friday, 1 September**. The test will require you to demonstrate your knowledge of the concepts discussed in the first half of the course. The test format will be advised.

### 3) Group Assignment (30%)

You have already been randomly allocated to groups of 5. Groups are required to make 3 submissions in each half of the course (i.e. 6 submissions, in total). You are allowed to make 4

submissions in each half (if you wish) from which the top three scores will be retained. Each submission is worth 5%. Further details will be provided in Lecture 1.

#### 4) SPSS exam (25%)

You will be required to demonstrate your competency using the SPSS statistical software package and analysing the results from various statistical techniques. This is a two hour exam (further information on the exact location of the test to be provided in class).

#### 5) Best weekly question and answer (2% bonus)

This exercise aims to reward the student who will write the best question (selected by the lecturer) for a particular week. Students can send a question to the lecturer between 8am, Monday and 5pm Tuesday on any given week in Weeks 2-11. The question has to be curious, related to the actual week's topic, and it has to show a deep understanding of the content. The question also has to be challenging so that it cannot be solely answered from a textbook or the lecture slides. The question will be posted on Tuesday evening or Wednesday morning on Piazza for all to see and answers can be posted until 5pm on Friday. Questions and answers must be posted non-anonymously for it to be considered for the bonus mark. Either the best question or the answer or both can be rewarded with 2% each week. The student who asks the question cannot answer his/her own question. No more than 4% can be scored by a single student in this format during each half of the semester (i.e. 8% in total for the entire semester for any student).

## **CANVAS**

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 policies.

## **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**

We continually improve MKTG202. Three important mechanisms for this are your feedback:

- directly to one of the members of the teaching team
- through the course and lecturer evaluations at the end of this course
- on-going feedback through your class representatives

We cannot promise that we can implement each student's wishes with regard to MKTG202. What we CAN promise is that we will consider each reasonable request and weigh it up against our aims and experience in running this course.

## **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.

### **Communication**

Course-Coordination, 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. Some Course Outlines may be provided electronically while others are available in hardcopy.

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 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.

The email address you have listed in Canvas must be one that you use and check most frequently. This is the address to which your course lecturers will send any important messages and updates. Your current mailing address and other contact details must always be kept up to date on Student Services Online, the University's online enrolment and student administration system. You can update your personal details by logging on to Student Services Online and then clicking on "Update your details".

### **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. Links to the Exam and AEGROTAT/COMPASSIONATE information page:

- <http://www.auckland.ac.nz/uoac/cs-examination-information>
- <http://www.auckland.ac.nz/uoac/cs-aegrotat-and-compassionate-consideration>

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: Catherine Frethey-Bentham (Rm. 414 OGGB, e-mail: [c.bentham@auckland.ac.nz](mailto:c.bentham@auckland.ac.nz)) or Charlotta Windahl (Rm. 419 OGGB, e-mail: [c.windahl@auckland.ac.nz](mailto:c.windahl@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:**

### **COPYRIGHT WARNING NOTICE**

This material is protected by copyright and has been copied by and solely for the educational purposes of the University under licence. You may not sell, alter or further reproduce or distribute any part of this course pack/material to any other person. Where provided to you in electronic format, you may only print from it for your own private study and research. Failure to comply with the terms of this warning may expose you to legal action for copyright infringement and/or disciplinary action by the University.

### **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/](http://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](http://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](http://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](http://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.