

BUSINESS SCHOOL Te Kura Pakihi

Department of Marketing

Te Mātauranga Tokoka

SEMESTER ONE 2024

MART212 Understanding Markets

Paper Description and Aims

An introduction to marketing research and data analysis and their role in solving problems encountered by businesses. The emphasis is on commissioning, assessing and interpreting quantitative and qualitative marketing research during a professional career.

Semester One

0.15 EFTS

18 points

Prerequisites: BSNS112 & MART112

Teaching Staff

Paper Administrator

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Paper Coordinator and Lecturer

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You should contact Cathie Child, with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, <u>email</u> response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery

Lecture Day/Time: **Monday 15:00 to 15:50 hrs** and **Tuesday 9:00 to 9:50hrs** Room: Please refer to your eVision timetable Tutorials and Labs Day/Time: Please refer to your eVision timetable.

Every week students must attend two 50 minute lectures each week, and one 50 minute computer lab or tutorial when scheduled.

Lectures present the key conceptual material that is supported by e-book, library and e-reserve readings and online Mindtap readings and short quizzes.

Computer Labs are sessions in which students are given computer-based tests on lecture, library reserve and e-book material. These tests contributed to your internal assessment. Two test will be given during the semester, and each test is worth 10% of your grade for this paper. Before the 1st. test, a practice lab test on earlier course material will also be run. It is highly recommended that you study for and attend this practice test so you can check your study and test preparations, and ask for help from your tutor if needed.

Labs begin in the **second week of semester**, with the practice test. You will be allocated a lab and your lab times and locations will be available to you in eVision.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

There is one tutorial that takes place in week ten. You will be allocated to a tutorial and the time and location will be available in eVision.

A recorded video for self-study is provided to help you complete Assignment 1.

Weekly quizzes that count. There are 10 weekly quizzes that each count for 1% scheduled throughout the semester, assessed online through Mindtap. To get the 1% credit for each of those quizzes, the student must read the e-book chapter and Mindtap materials, complete the associated quiz that counts, and achieve at least 70% correct on the quiz to get the 1%. The first test is due by 5pm, Friday the 8th of March. See the calendar and assessment sections below for more details.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART212 is an 18 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information

The required textbook is - Marketing Research, Babin, Barry J., D'allesandro, S., Winzar, H., Lowe, B., and Zikmund, W. (5th. Global Edition, 2020). Cengage: Melbourne. The e-book+Mindtap combination is the required reading for the course. You can purchase it for \$79.95 less 10% off with the WOW10 discount code, but ONLY through the link provided on blackboard for this course. (It is important that you DO NOT go directly to the Cengage website outside of blackboard to purchase or access the e-book and Mindtap bundle).

As indicated in the calender for weeks 2 and 3, we recommend you read Chapters 4 and 9 of Essentials of Marketing Research, by Joseph E. Hair, Jr., Mary Wolfenbarger Celsi, David J. Ortinau and Robert P. Bush, (3rd. edition, 2013). McGraw-Hill: New York. These two chapters are available via the e-reserve link on Blackboard. There are also 9 copies of the book in the library, 4 of which are on reading reserve.

Week	Week Commencing*	Торіс	Reading	
		Introduction to the marketing research process	Babin et al ch	
1	26 Feb	and problem definition LW	1&2	
2	4 Marrala	Qualitative research – interviews and focus	Hair et al ch 4	
Z	4 March	groups, and projective techniques LW	Practice Lab	

<u>Calendar</u>

3	11 March	Qualitative research – observational and ethnographic research, and qualitative data analysis LW	Hair et al ch 9 Test 1		
4	18 March	Secondary Research and Big Data MP	Babin ch 4, & Rapid Predictive Modelling Bb video link		
5	25 March	Big Data & Survey Research MP	Babin ch 5 Assignment 1 due		
	29th March Good Friday				
1 st – 5 th April Mid Semester Break					
6	8 April	Experimental research and test marketing DM	Babin ch 7		
7	15 April	Measurement and questionnaire design DM	Babin ch 8 & 9		
8	22 April (25th Anzac Day Observed– No Classes)	Sample design, Sample size and data preparation DM	Babin ch 10 & 11		
9	29 April	Univariate statistical analysis: a recap of inferential statistics DM	Babin ch 12 Test 2		
10	6 May	Bivariate statistical analysis tests of differences and tests of association DM	Babin ch 13 & 14 Tutorial 1		
11	13 May	Multivariate statistical analysis DM	Babin ch 15		
12	20 May	Communicating research results: research report, oral presentation and follow-up DM	Babin ch 16 Assignment 2 due		
13	27 May	Course revision	Review all readings		

* First week of Semester 1 is ACADEMIC WEEK 9 Lectures end Friday 31 May University Exam Period First Semester Begins Wednesday 5 June Ends Wednesday 19 June

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes*.

Assessment	Due date	% of	
		final grade	
Test 1 on Qualitative research interviews, focus groups and	Week 3,	10	
projective techniques	beginning 11 th .		
	March		
Test 2 on Quantitative measurement and questionnaire design	Week 9,	10	
	beginning 29 th .		
	April		
Mindtap weekly chapter quizzes that count. Students are expected	Week 1 and	10 x	
to engage in all the on-line Mindtap material and e-book chapters	weeks 4-12	1%/week =	
before the lectures start each week, and achieve at least 70%		10	
correct on the weekly Mindtap quiz that counts to get the full 1%			
each week			
Assignment 1: Observation, Big Data, Secondary Research, Data	12:00 noon	10	
Mining, Predictive Analytics	Thursday 28 th		
	March		
Assignment 2: Sample size, bivariate and multivariate statistical	12 noon	10	
analysis	Monday 20th		
	May		
Final exam: relating to any part of the course	TBA	50	

Assessment Format

Test 1 and 2 are comprised of 30 multi-choice questions and are administered via Blackboard in your assigned computer labs.

Assignment 1 and 2 have medium length questions with parts designed to practice generating and interpreting SAS analysis output and thus prepare you for some exam question formats.

The exam is in 2 parts. Part A has 20 Multi-Choice Questions (MCQs), worth 20 marks. Part B has 5 medium length questions, each worth 20 marks.

Procedures for online tests:

Internal assessment for MART 212 includes individual online tests to be completed during lab times. Because of this, it is essential that students attend the lab to which they are assigned. If you cannot attend the lab to complete the test, you must contact the paper administrator, Cathie Child, before the scheduled time.

Here is what will happen during the labs:

- Find a seat so that there is an empty seat on either side of you, if possible
- Immediately log in to Blackboard and navigate to the Assignments page. The link to the test will be there. Click on it but do not start the test.
- Put your Student ID card on the desk beside you, where the tutor can see it and check that it's really you who is taking the test :) There should be nothing else on the desk.
- The rules for the test are the same as those for a final examination. In particular, you may not refer to your physical notes, or any other material on your computer or phone, while the test is in progress. You must also not communicate with anyone, either in person or electronically. Do not leave your phone or any notes etc. on your desk, or anywhere else visible to you.
- You have 50 minutes to complete the test. However, past experience has shown that capable and diligent students will easily be able to finish the test within 25-30 minutes.
- Each test consists of 30 questions, a mixture of multi-choice and true/false.
- Questions will be presented one at a time
- You cannot go back to change your answer
- There is no penalty for incorrect answers

Please remember that final exam conditions apply, so if a tutor observes a student breaching the conditions, their student ID number will be recorded, and they will be asked to stop the test and leave the room. No credit will be given for that test. The student's details may also be entered into the central University system for tracking dishonest practice.

Referencing Style

For this paper the referencing style is *APA*. Style guides are available on the University Library website:

https://www.otago.ac.nz/library/referencing/index.html

Late Assignments

The standard late penalty shall be <u>5% of the maximum mark per day late or part thereof.</u>

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Assignment	Mindtap	Tests	Exam	Total
Understanding quantitative analysis methods	\checkmark	\checkmark	\checkmark	\checkmark	
Understanding qualitative analysis methods	\checkmark	\checkmark	\checkmark	\checkmark	
Understanding quantitative data gathering methods	\checkmark	\checkmark	\checkmark	\checkmark	
Understanding qualitative data gathering methods	\checkmark	\checkmark	\checkmark	\checkmark	
Presenting research reports	\checkmark	\checkmark	\checkmark	\checkmark	
Understanding sources of information	\checkmark	\checkmark	\checkmark	\checkmark	
Total	20	10	20	50	100

Academic Integrity

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the paper, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <u>https://www.otago.ac.nz/study/academicintegrity/index.html</u>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

https://www.otago.ac.nz/administration/policies/otago116838.html

https://www.otago.ac.nz/administration/policies/otago116850.html

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the Departmental Administrator or Head of Department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.