



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER ONE 2024

MART460 Research Methods

Paper Description and Aims

This paper asks the question “why do we undertake research?” and considers the different forms of research that are applicable to Marketing. The paper picks up on some of the more practical elements of data collection methods you may have learnt in an undergraduate programme, and links these to different research philosophies. You will be asked to consider your own views on research and develop a proposal for a research project linked to your interests in marketing. Overall, the course will prepare you to undertake a research project of your own, such as a MMart project, a Masters or a PhD.

Semester One

0.1667 EFTS

20 points

Teaching Staff

Lecturer

Name: Professor Lisa McNeill
Office: OBS 4.37
Email: lisa.mcneill@otago.ac.nz
Office Hours: Please see Blackboard

You should contact Prof. Lisa McNeill with any administrative enquiries about the paper.

All requests for late submissions of assignments should be addressed to Dr Mathew Parackal

Email: mathew.parackal@otago.ac.nz

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email 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 1:00-3:00pm**

Room: Please refer to your eVision timetable

Every week students must attend ONE 110 min lecture.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

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 will be assessed.

Expectations and Workload

MART460 is a 20 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 12 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result you should anticipate spending approximately 240 hours on this subject over the duration of the semester.

Textbook Information

There is no set textbook for this course. Rather, you will find selected **required readings** on close reserve. You must read material indicated by the lecturer, relating to lecture topics, **prior** to each class, as information from these will be instrumental in your understanding of class material. You will be asked to comment on readings in class and it is expected that you will be familiar with their content. You will be expected to prepare for these discussion sessions by reading assigned material, making notes, **and actively participating in discussion.**

You will also find other readings on close reserve that optional. These will help in your understanding of relevant topics. Further, some textbooks on close reserve are recommended, if you require extra information.

Recommended texts are:

Creswell, J.W. (2017), *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, Fifth Edition*, Sage.

Neuman, W.L. (2003), *Social Research Methods: Qualitative and Quantitative Approaches Fifth Edition*, Allyn and Bacon: Boston. (Other editions also appropriate).

Calendar

Week	Week Commencing*	Topic	Reading
1	26 Feb	Introduction to Research	Individual assignment 1 instructions given.
2	4 March	Literature Reviewing	Topics to be covered include selecting a gap, framing and positioning research relative to extant theory, synthesis vs summary.
3	11 March	Literature searching & databases, source discernment skills	Practical exercise session.
4	18 March	Ways of Knowing	Topics to be covered include: philosophy of research; research paradigms; ontology; epistemology.
5	25 March Assessment 1 Due	Research Strategy: Qualitative Research Methodologies	Topics to be covered include: the nature of qualitative research; selecting participants; evaluating qualitative research; interviewing in qualitative research; focus groups; observation and ethnography; case studies; projective techniques; and documents in qualitative research.
29th March Good Friday 1st – 5th April Mid Semester Break 2nd April Otago Anniversary Day observed			
6	8 April	Research Strategy: Qualitative Research Methodologies Cont.	Qualitative research in practice.
7	15 April Assessment 2 Due	Research Strategy: Quantitative Research Methodologies	Topics to be covered include: the nature of quantitative research; measurement issues; reliability and validity; sampling; survey design and administration; and conducting experiments.
8	22 April	Research Strategy: Quantitative Research Methodologies Cont.	Quantitative research in practice.
9	29 April	Justifying a research approach – what makes a good methodology?	Session covers consideration of alternative research designs, research-related problems and contingencies, the methodological write-up.
10	6 May	Presenting methodologies	Practical session.
11	13 May	Individual Presentations	

12	20 May	Individual Presentations	
13	27 May	The Research Proposal	This session covers the requirements for the MMart/MCom/PhD, and discusses strategies for managing a self-directed research project, as well as supervision and assessment.

*** 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-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	Requirements to pass this paper
1. Literature review (draft)	25 th March, 12 Noon	30%	Submission by due date.
2. Literature review (re-submission)	15 th April, 12 Noon	20%	You must pass this assignment to pass this course.
3. Methodology presentation (25%) + written justification (25%)	Written component due 13 th May (all students); Presentations 13 th & 20 th May	50%	You must pass both aspects of this assignment to pass this course.

Paper Requirements

Assessment one must be submitted and you must achieve 50% or more in both assessment two and three. You must obtain an overall result of 50% or more to pass this course.

Assessment Format

Individual assignments are designed to help you identify, structure, and position research problems. The first, in particular, is intended to help in the development of a research problem, while the third assesses your ability to clearly present and explain your proposed research to an audience. Overall, the assessments in this course are designed to assess the depth of your understanding of the techniques and theories taught in the course.

INDIVIDUAL ASSIGNMENTS ONE and TWO - FRAMING AND POSITIONING RESEARCH:

OBJECTIVES:

This exercise provides an opportunity to practice framing and positioning a research problem by writing a short positioning statement and literature review.

This assignment is intended to assess your ability to:

- Demonstrate an understanding of the development of research problems as part of the research process;
- Identify applied research problems and link them to areas of academic study;
- Clearly and concisely state research problems;
- Demonstrate an understanding of the importance of positioning and framing research relative to an existing stream of literature; and
- Clearly and concisely review (briefly) a stream of extant literature.

FORMATIVE ASSESSMENT: This exercise is *formative*. Once you have received feedback on your draft literature review (Assessment One, 30%), you will use this feedback to develop and submit assignment two. Grading of assignment two will consider the manner in which you dealt with comments on assignment one, when finalising your research questions and approach.

ASSESSMENT CRITERIA:

These assignments will be assessed on the:

- Suitability, clarity, originality and creativity of your stated research problem;
- Logic and conciseness of your framing and positioning of that problem;
- Conciseness of the review; and
- Quality of presentation (free of spelling errors, grammar, etc).

INDIVIDUAL ASSIGNMENT THREE – PRESENTATION and JUSTIFICATION OF A RESEARCH METHOD:

OBJECTIVES:

This assignment is intended to assess your ability to demonstrate that you understand the importance of research design to the success of a research project.

INFORMATION ON RESEARCH PROPOSALS:

Your presentation (25%) should deliver a clear and concise outline and justification for a research project. It should include: (1) a brief summary of relevant literature; (2) research questions/hypotheses; (3) justification for your chosen methodology; and (4) likely outcomes of the research. You should incorporate feedback received from Assignment 1 when developing your presentation. The written component of this assessment (25%) is a justification of methodological decisions made, and discussion of alternative approaches. The written component should expand on each of the sections covered in the research presentation, but with more depth and appropriate referencing and explanation. This section of assignment three should not exceed four pages of text,

12pt Times New Roman, single spaced. The reference list and appendices, where required, have no limit.

INSTRUCTIONS:

Present your research design (following on from Assignment One) to your peers in class. In particular, you should discuss alternative designs that may help research your problem, and argue why the design you chose is the most appropriate. You should also provide one handout of the presentation to the lecturer. Your written justification should be submitted electronically, via Blackboard (due date: 13th May, 12 Noon).

ASSESSMENT CRITERIA:

Your presentation will be assessed on your ability to:

- Clearly and concisely present the research problem, including a review of relevant literature;
- Demonstrate your understanding of your proposed research method;
- Evaluate your research design;
- Handle feedback from the class; and
- Answer questions and provide clarification.

Additionally, the presentation itself will be graded for its conciseness and overall quality.

Referencing Style

For this paper the referencing style is APA. Style guides are available on the University Library website: <http://www.otago.ac.nz/library/quicklinks/citation/index.html>

Late Assignments

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

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.

Learning Outcomes

Learning Outcome	Draft Lit Review	Re-submission of Lit Review	Presentation of Method	Total
1) Explain deductive and inductive approaches to research for marketing	✓	✓		
2) Design a research methodology for a range of marketing research issues			✓	
3) Critically evaluate how research methods have been used to investigate marketing issues	✓	✓	✓	
Total	30	20	50	100

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

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.