

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester One | Kaupeka Tuatahi

2026

## MART212 Understanding Markets

### Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |  
Bula | Fakalofa lahi atu | Ulu tonu mai

### Course Description and Aims | *Whāinga o te Akoranga*

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 | *Kaiako*

#### Course Coordinator and Lecturer

Name: Dr. Damien Mather  
Office: OBS 4.38  
Email: damien.mather@otago.ac.nz  
Office Hours: Mon & Wed 4:00pm to 4:50pm

#### Course Administrator

Name: Cathie Child  
Office: OBS 4.42  
Email: cathie.child@otago.ac.nz  
Office Hours: Wednesday and Friday 11:00am-12:00pm

**Lecturer**

Name: Assoc. Prof Leah Watkins  
Office: OBS 4.40  
Email: leah.watkins@otago.ac.nz  
Office Hours: please refer to Aoroa

**Lecturer**

Name: Dr. Mathew Parackal  
Office: OBS 4.35  
Email: mathew.parackal@otago.ac.nz  
Office Hours: please refer to Aoroa

You should contact Cathie 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, 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.

## Course Information | *Mōhiohio akoranga*

**Lecture Day/Time: Monday 2:00-2:50pm and Wednesday 9:00-9:50am**

**Room:** Please refer to your timetable in eVision

**Tutorials and/or Labs Day/Time:** Please refer to your timetable in eVision.

Every week students must attend two 50-minute lectures 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 contribute to your internal assessment. Two tests will be given during the semester, and each test is worth 10% of your grade for this course. Before the 1<sup>st</sup> test, a practice test based on earlier material will also be run. It is highly recommended that you study for and attempt this practice test, so you can check your study and test preparation, 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 in the 10<sup>th</sup> week of semester. You will be allocated to a tutorial and this 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 count for 1% scheduled throughout the semester, assessed only online via your Mindtap bundle access. To get the 1% credit for each of those quizzes, the student must read the e-book chapter and associated Mindtap materials, complete the quiz before the scheduled time before the lectures and get 70% or more of the answers correct.

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

***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 Aoroa 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 | *Te Nui o te Mahi***

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 | *Pukapuka Kaupapa***

The required textbook for the course is Mindtap for Babin, Barry J., D’allesandro, S., Winzar, H., Lowe, B. and Zikmund, W.’s Marketing Research 2-term instant access from Cengage. The Mindtap e-book online combination is the required reading for the course. You should purchase it for \$89.95, less 10% with the WOW10 promo code discount., but ONLY through the link provided for you inside Aoroa for this course. It is important that you DO NOT go directly to the Cengage website outside of Aoroa to purchase or access the Mindtap bundle for this course.

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading	Labs/Tuts/ Assign Due Dates
1	23 Feb	Introduction to the Marketing Research process and problem definition LW	Babin et al Ch 1 & 2	
2	2 March	Qualitative Research – interviews and focus groups, and projective techniques LW	Babin et al Ch 3	<b>Practice test in lab</b>
3	9 March	Qualitative Research – observational and ethnographic research, and qualitative data analysis LW	Babin et al Ch 6	<b>Test 1 in lab</b>
4	16 March	AI, secondary research and big data MP	Babin et al Ch 4 and	<b>Assignment 1 video tutorial</b>
5	23 March	AI, big data and survey research MP	Babin et al Ch 5	
6	30 March	Experimental Research and Test Marketing DM	Babin et al Ch 7	<b>Assignment 1 Due</b>
<b>Mid Semester Break 6 April – 12 April</b>				
7	13 April	Measurement and Questionnaire Design DM	Babin et al Ch 8 & 9	
8	20 April	Sample Design, Sample size & data preparation DM	Babin et al Ch 10 & 11	
9	27 April	<b>ANZAC Day Observed Monday 27 April – No Lecture</b>  Univariate statistical analysis: a recap of inferential statistics DM	Babin et al Ch 12	<b>Test 2 in lab</b>
10	4 May	Bivariate statistical analysis: tests of differences and tests of association DM	Babin et al Ch 13 & 14	<b>Tutorial 1</b>
11	11 May	Multivariate statistical analysis DM	Babin et al Ch 15	
12	18 May	Combining perceptual maps, segment trends and competitive positioning for marketing strategy DM	Babin et al Ch 4, 15 and <b>Assignment 2 due</b>	
13	25 May	Course revision DM	Review all readings	

**\* First week of Semester 1 is ACADEMIC WEEK 9**  
**Lectures end Friday 29 May**  
**University Exam Period First Semester Begins Wednesday 3 June until**  
**Wednesday 17 June.**

## Assessment | *Aromatawai*

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 Aoroa. *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 Projective Techniques	Week 3, beginning 9 March	10%
Test 2 on Quantitative Measurement and Questionnaire Design	Week 9, beginning 27 April	10%
Mindtap weekly chapter quizzes that count. Students are expected to engage in the on-line Mindtap material and e-book chapters before the lectures starts each week, and achieve at least 70% on each weekly quiz to get the 1% each week	Week 2 and weeks 4-12	10 weeks x 1%/week = 10%
Assignment 1: Observation, Big data, AI	12:00 noon Monday 30 March	10%
Assignment 2: Sample size, bivariate and multivariate statistical analysis	12:00 noon Wednesday 20 May	10%
Final exam: relating to any part of the course	TBA	50%

### Assessment Format

**Tests 1 & 2** comprise 30 multi-choice questions and are administered via Aoroa in your timetabled computer lab.

**Assignments 1 & 2** have short to medium length questions designed to practice interpreting SAS Viya analysis results and thus also prepare you for final exam question formats.

**The exam is in 2 parts:** Part 1 has 20 MultiChoice Questions (MCQs) worth 20 marks. Part B has 4 medium length answer 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 Aoroa 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 well within 25-30 minutes.
- Each test consists of 30 questions, a mixture of multi-choice and true/false.
- 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 course 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 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.

### Group Work

There is no group work in this course.

## Learning Outcomes | *Hua Akoranga*

Learning Outcome	Assignments	Mindtap	Tests	Exam	Total
Understanding qualitative analysis methods	√	√	√	√	
Understanding quantitative analysis methods	√	√	√	√	
Understanding qualitative data gathering methods	√	√	√	√	
Understanding quantitative data gathering methods	√	√	√	√	
Understanding how analysis methods and insights inform marketing strategy				√	
Understanding sources of information	√	√	√	√	
<b>Total</b>	20	10	20	50	100

## **Academic Integrity | *Pono-ā-wānanga***

**Students should ensure that all submitted work is their own.**

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](http://www.otago.ac.nz/study/academicintegrity), or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper coordinator.

### **For further information on academic integrity at Otago:**

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>

*A note about Artificial Intelligence: the use of AI tools to generate text, images, audio and video is vital to digital marketers, and has been a standard part of digital marketing practice for years. Hence the use of these tools to complete assignments is both allowed and encouraged. However, students are required to disclose exactly which tools they used and how they used them. You will not lose any marks for using AI to complete the content generation aspects of your assignments.*

### **For further information on artificial intelligence at Otago:**

Use of Generative-Artificial Intelligences and Autonomous Content Generation in Learning and Teaching Policy

<https://www.otago.ac.nz/administration/policies/policy-collection/use-of-generative-artificial-intelligences-and-autonomous-content-generation-in-learning-and-teaching-policy>

## **Concerns about the Course | *Ngā māharahara mō te akoranga***

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu***

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 Aoroa. Students are encouraged to check Aoroa regularly. It is the student's responsibility to be informed.