

**FACULTY OF COMMERCE AND MANAGEMENT****SCHOOL OF MARKETING****COURSE OUTLINE: SEMESTER 2, 2002****MARKET RESEARCH**

COURSE CODE:	2034MKT
COURSE TITLE:	Market Research
PROGRAMS:	Bachelor of Business Communication Bachelor of Management Bachelor of Enterprise Management Bachelor of Commerce in Financial Planning and Investments
COURSE STATUS:	Core Course within the Marketing Major
CREDIT POINT VALUE:	10 Credit Points
YEAR AND SEMESTER:	Year 2, Semester 2
RELATED COURSES:	
Prerequisites:	MKT1003L (Introduction to Marketing)
Co-Requisites:	Nil
Prior Assumed:	ECS1004 or CAM1004 Introduction to Quantitative Methods
Incompatibles:	MKT3008, MKT2006N or FF13M60 Marketing Research
CROSS REGISTRATION STATUS:	Restricted
TIMETABLING INFORMATION*:	Semester 2, 2002 Night Semester 2, 2003 Day Semester 2, 2004 Night (*Course information is subject to change)
STAFFING:	
Course Convenor:	Mr Ben Lowe

**BRIEF DESCRIPTION OF COURSE:**

This course enables participants to identify the marketing information needs of an organisation and to develop an appropriate research process to provide that information. It introduces basic concepts in measurement, research design, data collection, data analysis and presentation of findings. The student is also introduced to the analysis of marketing research data using computerized statistical techniques.

AIMS AND OBJECTIVES:

The course aims to:

- (1) develop the ability to select a research methodology and a design appropriate to an organisation's marketing information needs and to validate that design;
- (2) provide an introduction to the techniques of marketing research, including measurement, sampling and data analysis;
- (3) provide practical experience in the use of the SPSS computer program;
- (4) develop an ability to effectively present research findings, both orally and through a written report.

CONTENT:

This course will cover the following content areas:

- The importance and use of marketing research
- Problem definition and determination of research objectives
- Overview of research designs
- Measurement and sampling
- Descriptive statistics
- Testing for differences
- Testing for association
- Using computers for statistical analysis
- Advanced research techniques
- Presentation of research results

ORGANISATION AND TEACHING METHODS:

Hours per Week	Class Type
2 Hours	Lecture (weeks 1-14)
1 Hour	Tutorial (weeks 2-6 and 12-13) and Computer Labs (weeks 7-11)

The lectures will introduce conceptual material and will demonstrate the relevance of this material with practical examples.

The tutorials will expose students to problem solving exercises, regarding the lecture material, and will introduce them to the SPSS computer package.

**WEEKLY PROGRAMME:**

Week	Lecture Topic	Tutorial Activities	Preparation/ Assessment
1 (22 nd -26 th Jul)	Introduction and "What is market research"?		Zikmund Ch 1, 3 and 4
2 (29 th Jul – 2 nd Aug)	Market research guest lecture. Problem definition and research objectives.	Problem definition exercise.	Mini test 1 (3%) Zikmund Ch 5
3 (5 th – 9 th Aug)	Secondary data methods.	Secondary data critique.	Mini test 2 (3%) Zikmund Ch 7
4 (12 th – 16 th Aug)	Research design (1) – Exploratory research.	Mock focus group and assessment of information provision.	Mini test 3 (3%) Zikmund Ch 6
5 (19 th – 23 rd Aug)	Research design (2) – Observational research.	Group problem solving exercise on observational methods.	Mini test 4 (3%) Zikmund Ch 10 C&S Ch 1, 2, 3
6 (26 th – 30 th Aug)	Research design (3) – Surveys and survey administration.	Scales design and evaluation exercise.	Mini test 5 (3%) Zikmund Ch 8, 9, 13, 14 and 15
7 (2 nd – 6 th Sept)	Research design (4) – Causal research.	Computer tutorial 1 – data entry, and frequencies.	Mini test 6 (3%) Zikmund Ch 11 and 12 C&S Ch 4
8 (9 th – 13 th Sept)	Sampling – size and selection.	Computer tutorial 2 – descriptive statistics and output presentation	Mini test 7 (3%) Zikmund Ch 16 and 17
9 (16 th – 20 th Sept)	Data analysis (1) – t-tests and ANOVA.	Computer tutorial 3 – comparing means.	Mini test 8 (3%) Zikmund Ch 20, 21 and 22 C&S Ch 6, 7 and 9
10 (23 rd – 27 th Sept)	Data analysis (2) – Cross Tabulations and Correlation.	Computer tutorial 4 – testing for association.	Mini test 9 (3%) Zikmund Ch 23 C&S Ch 5 and 19
(30th Sept – 4th Oct)	Mid Semester Break		
11 (7 th – 11 th Oct)	Communicating research results.	Computer test – During allocated tutorial times.	SPSS test (10%) Zikmund Ch 25 C&S 20
12 (14 th – 18 th Oct)	Advanced research techniques.	Group activity on advanced research techniques.	Mini test 10 (3%) Zikmund Ch 24



13 (21 st – 25 th Oct)	No lecture this week.	Oral presentations.	Oral presentations (10%)
14 (28 th Oct – 1 st Nov)	Revision lecture.	Revision tutorial.	Group project due Friday 1 st November at 4pm (20%)
15 (4 th Nov – 8 th Nov)	Study Week		
16 (11 th – 15 th Nov)	Examinations		
17 (18 th – 23 rd Nov)	Examinations		

**ASSESSMENT:**

Assessment Item	Length	%Weighting	Due Date
Mini Tests	10 minutes	30%	Weeks 2 – 10 and 12
Computer Test	50 minutes	10 %	Week 11
Group Research Seminar	10 minutes	10%	Week 13
Group Research Project	3000 words	20%	Week 14
Final Exam	2 hours	30%	Official Exam Period

ASSESSMENT RATIONALE/CRITERIA:

The mini tests are designed to help keep students up to date with the required readings and will assess knowledge of conceptual material introduced in lectures and the text book.

The computer assignment is designed to assess the student's understanding of the use of the SPSS statistical package.

The research project will require students to undertake market research in groups of 3-5, in order to provide recommendations about a marketing problem that an organisation is facing. It is designed to assess students' understanding of the research process and ability to implement conceptual material.

The research seminar assesses students' ability to orally communicate the results and reliability of the research that they carried out.

The final exam will assess students' understanding of the theoretical issues covered over the semester but focussing of the second half of the course.

TEXT BOOKS AND SUPPORTING MATERIALS:Prescribed Texts:

Zikmund, William G. (2003), *"Exploring Marketing Research"* (8th edition), Thomson-South Western: USA.

Coakes, J., and Steed, L. (2001), *SPSS for Windows: Analysis Without Anguish*, John Wiley and Sons, Brisbane.

The following book is a required text in all courses offered in the School of Marketing. Please use the guidelines provided in the book for preparing assessment items, unless directed otherwise by your course convener.

Summers, J. and Smith, B. 2002, "Communication Skills Handbook: How to Succeed in Written and Oral Communication", John Wiley and Sons, Brisbane.

Recommended Reading:

Aaker, D. A., Kumar, V., and Day, G. S. (2001), *"Essentials of Marketing Research"*, (7th Edition), Wiley: New York.

Burns, Alvin C. and Bush, Ronald F. (2000), *"Marketing Research"* (3rd Edition), Prentice Hall: New Jersey.



Wright, Len Tiu and Crimp Margaret (1995), *"The Marketing Research Process"*, Prentice-Hall: New York.

Hair, Joseph F. Jr., Robert P. Bush and David J. Ortinau (2000), *"Marketing Research: A Practical Approach for the New Millennium"*, Irwin McGraw Hill: Sydney.

Malhotra, N. K., Hall, J., Shaw, M., and Oppenheim, P. (2002), *"Marketing Research: An Applied Orientation"*, Prentice-Hall: Sydney.

Tull, D. S. and Hawkins, D. I. (1993), *"Marketing Research: Measurement and Method"*, (6th Edition), New York: Macmillan.

ADMINISTRATION:

Course Evaluation

This course will be evaluated through surveys run by the School in accordance with University and Faculty policy.

Submission of Assignments

Assignments should be submitted according to the Course Convenor's instructions by the due date. All students should keep a copy of their assignment until it is marked and returned to them. Assignments should be kept until a final grade is awarded.

Extensions

Extensions may be obtained by consulting the course Convenor. Requests for extensions are usually made in writing, and accompanied by appropriate documentation to support the case for the extension.

Late Submission of Assignments

Requests for an extension of time for submission of an assessment item must be lodged before the due date for the assessment item. Requests received on or after the due date will only be considered in exceptional circumstances. Extension requests must be made in writing to the Course Convenor, and be accompanied by appropriate supporting documentation.

Where an extension has not been granted, an assessment item submitted after the due date will be penalised as follows: the mark awarded to the item will be reduced by 10% of the maximum possible mark for each day that the assessment item is late. Each weekend (from Saturday and Sunday) will count as one day.

Plagiarism / Academic Misconduct

Students must conduct their studies at the University honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct which is contrary to these standards is academic misconduct for which the University may penalise a student. Specifically it is academic misconduct for a student to:

- present copied, falsified or improperly obtained data as if it were the result of laboratory work, field trips or other investigatory work;
- include in the student's individual work material which is the result of significant assistance from another person if that assistance was unacceptable according to the instructions or guidelines for that work;
- assist another student in the presentation of that student's individual work in a way that is unacceptable according to the instructions or guidelines for that work;



- ❑ cheat; (Cheating is dishonest conduct in assessment);
- ❑ plagiarise; (Plagiarism is knowingly presenting the work or property of another person as if it were one's own.)

On determination that academic misconduct has taken place, the penalty which may be imposed on the student is one or more of the following:

- a. a reduced or nil result for the assessment item affected by the academic misconduct;
- b. a fail grade for the course in which academic misconduct occurred;
- c. exclusion from enrolment in the program for a specified period;
- d. exclusion from the course; readmission to the program is at the discretion of the Faculty based on consideration of the student's case for readmission.

Where a student has been found guilty of academic misconduct on more than one occasion and has previously been penalised as set out in above a. - c., the penalty shall normally be exclusion from the program as set out in d., unless in the opinion of the relevant Assessment Board there are mitigating circumstances.

Academic Committee Resolution 2/2000

Further Information

Students are advised to consult the Griffith University Enrolment Guide for further information on the University's administration of assessment.

Learning Assistance Unit (LAU)

The Learning Assistance Unit (LAU) provides free learning assistance services to Griffith University students. This includes help with writing assignments, developing effective writing strategies, critical thinking, exam preparation, and much more. To find out more about the range of resources and study skills programs visit the website at <http://www.gu.edu.au/ins/lils/lau/home.html> or call in to the offices. Alternatively you can e-mail at lau@mailbox.gu.edu.au or phone a friendly learning adviser on any of the numbers listed on the web site.

