

# Department of Marketing | Te Mātauranga Tokoka

## Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua  
2024

### MART462 Advanced Marketing Analysis

#### 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*

This paper deals with the applications of both qualitative and quantitative research methods to marketing problems. It will develop applied skills in data analysis. The purpose of this course is to provide an introduction to data analysis, interpretation, and the reporting of results.

**Semester Two**

**0.1667 EFTS**

**20 points**

#### Teaching Staff | *Kaiako*

##### Course Coordinator/Lecturer

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

##### Lecturer

Name: Associate Professor Sergio Biggemann  
Office: OBS 4.33  
Email: sergio.biggemann@otago.ac.nz  
Office Hours: Please refer to Blackboard

##### Lecturer

Name: Dr John Williams  
Office: OBS 4.07a  
Email: john.williams@otago.ac.nz  
Office Hours: Please refer to 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.

## Course Information | *Mōhiohio akoranga*

**Lecture Day/Time:** Monday 11:00am-12:50pm

**Room:** OBS 4.26

Every week students must attend one 2-hour (110 minute) seminar (please see detailed seminar schedule).

**Seminars** will introduce you to analysis techniques that are suited to forms of data. You will become familiar with academic as well as managerial interpretations of the outcomes, as well as how analyses are presented in research projects. Some seminars are supported by article readings or other materials – this will be indicated in seminars and via Blackboard.

MART 462 uses the free statistical software RStudio, available from <https://posit.co/>, to analyse quantitative data and interpret subsequent outputs. Please download and install this software at your earliest opportunity as we will be using it in class, and your learning will be much more effective if you follow along rather than simply watching it being demonstrated.

**Course Calendar** details scheduling information. Note that this calendar may change as the course 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 | *Te Nui o te Mahi*

MART462 is a 20 point course. 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 | *Pukapuka Kaupapa*

Recommended Textbooks (detailed below) provide information about basic statistical analysis techniques (a prerequisite for this course) as well as detailed information about multivariate data analysis techniques.

**Please note:** It is your responsibility to be familiar with basic statistics (as taught in an introductory course as a prerequisite). To refresh your basic statistics knowledge, the first two seminars are provided to assist the relevant knowledge recap. Please also refer to an introductory textbook:

Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2010). *Essentials of marketing research* (Vol. 2). New York, NY: McGraw-Hill/Irwin.

**Please note:** Hair et al.'s *Multivariate Data Analysis* provides the foundations for this course. You are expected to have access to the textbook (Otago library provides access) and are strongly encouraged to read relevant chapters prior to the seminar session. You can choose any edition, starting from edition 5, of this book:

Hair, B. J. F., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis*, 8th, Cengage Learning, EMEA Cheriton House, North Way Andover, Hampshire, SP10 5BE United Kingdom Cengage.

The two Hair et al. textbooks are very helpful but old. This doesn't matter for the statistical content, however for software they use SPSS, which is rapidly becoming legacy software. Most businesses use **R** and/or Python for data analysis, so we'll use **R** in this course. The textbook is available online (through the OU library) and can be downloaded as PDF:

Chapman, C., & Feit, E. M. (2019). *R For Marketing Research and Analytics*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-14316-9>

## Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	15 July	Course Introduction	LM
2	22 July	Preparing qualitative data for analysis	LM
3	29 July	Common methods of qualitative analysis and their implications	LM
4	5 August	Forms of content analysis; the six-phase process of Thematic Analysis (TA)	LM
5	12 August	Presenting qualitative results	LM
6	19 August	Qualitative Comparative Analysis: Introduction	SB
7	26 August	Qualitative Comparative Analysis: Applications of the Methodology	SB
<b>Mid Semester Break 2<sup>nd</sup> – 6<sup>th</sup> September</b>			
8	9 September	Review of undergraduate statistics: descriptive and inferential statistics; t-tests & ANOVA	JW
9	16 September	Review of undergraduate statistics: Correlation & regression	JW
10	23 September	Cluster analysis	JW
11	30 September	Factor analysis	JW
12	7 October	Structural equation modelling	JW
13	14 October	MMart development session	LM/JW

**\* First week of Semester 2 is ACADEMIC WEEK 29  
Lectures end Friday 18 October**

**University Exam Period Second Semester Begins Monday 21<sup>st</sup> October until  
Saturday 9<sup>th</sup> November.**

## 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 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
Qualitative Assignment	12 Noon, Monday, 26 <sup>th</sup> Aug	50%	Students MUST pass ALL pieces of assessment.
Quantitative Assignment	12 Noon, Monday 7 <sup>th</sup> Oct	50%	

### Course Requirements

Students MUST pass ALL pieces of assessment.

### Assessment Format

#### *Qualitative Assignment (50 %)*

Students will be asked to qualitatively analyse a section of text, drawn from an in-depth interview. You will code the provided extract, develop a set of central themes, and write a summary explaining how meaning is located within your identified themes.

#### *Quantitative Assignment (50 %)*

Students will use a range of quantitative techniques to address an overarching research question and write a report drawing on the results of those analyses to come to a conclusion on the question.

### 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

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

## Learning Outcomes | *Hua Akoranga*

Learning Outcome	Qualitative	Quantitative	Total
Skills to identify appropriate analysis techniques that help you with a specific marketing problem.	x	x	
Skills necessary to analyse and interpret market intelligence.		x	
The ability to communicate results in a managerially useful way.	x	x	
Be able to examine a research problem area and then critique, compare and contrast the inferences and outcomes following from alternative analysis approaches, state the strengths and limitations, important requirements, assumptions, key indicators (and their typical critical levels) of each technique.	x	x	
Understand and explain how different combinations of two or more constructs explain marketing phenomena; be able to apply common frameworks for analysis to data sets in a reliable and sound fashion.		x	
Total	50	50	100

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

**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 course, 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: <https://www.otago.ac.nz/study/academicintegrity/index.html>

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