

S1 2003: Advanced Quant Methods

MARK 7212 & 8997

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Meeting Times Tuesday 3-5pm, Marketing Seminar Room / Quad Lab ? (to be advised) each alternate week

Textbook/ Readings "Multivariate Data Analysis - Fifth Edition", Hair, Anderson, Tatham and Black, ISBN: 013 894 8585, Pearson Education Australia, 1998.

I will also copy relevant sections of the SPSS manual for you

Course Objectives

This course introduces students to various data analysis techniques which will allow you to design research projects appropriately and conduct the necessary data analysis. In conducting empirical studies it is necessary to understand the benefits and drawbacks of various techniques so that you can select analytical techniques appropriate to answer the research questions being tested. The analysis should be designed as an integral part of a study, and precede the development of surveys and data collection.

Course Structure

While it is important to have an understanding of how the analytical techniques work, the focus of this course will be gaining an understanding of what the various techniques will do for you (ie depending on your research questions, what is the most suitable technique to be able to test these research questions), how to use them, and how to interpret the output. We will be using SPSS and AMOS.

There will be **journal article readings** assigned for class discussion which will provide you with examples of how various techniques are used in marketing.

There will be four **computer exercises** assigned. For each of these you will hand in a one page write-up similar to the "analysis & results" section of a journal article, plus an Appendix with a more detailed explanation of the analysis undertaken.

There will be a **major assignment** for which you will be given a data base & the associated research question of interest. Your brief will be to:

1. Analyse the data in the db provided to provide support (or not) for the objectives of the study.
2. Write up your results as though they were the Analysis and Results section of a journal article.
3. Provide in an Appendix appropriate & relevant SPSS analysis to support your work.

Details will be provided during the course.

Course Assessment:

Major Assignment (data analysis and interpretation of <i>provided data base</i>)	40%
Hand-in of (four) computer exercises	40%
Brief write-up of (five) assigned journal articles	20%

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The weekly content may vary depending on the needs of the class.

Week	Date	Topic	Reading *
1	4 March	Introduction to the course	
2	11 March Quad Lab 4	Data cleaning, Exploratory Data Analysis (EDA)	Ch 1, Ch 2, Hair et al
3	18 March	Testing means: 't', AOV	SPSS handout
4	25 March Quad Lab 4	AOV (continued)	Ch 6, Hair et al
5	1 April	Regression (multiple, moderator, logistic)	Ch 4, Hair et al Ch 5, p276—321 Hair et al
6	8 April Quad Lab 4	Regression (continued)	
7	15 April	Factor Analysis & Reliability Analysis	Ch 3, Hair et al SPSS handout (reliab analysis)
		<i>Semester Break</i>	
8	29 April Quad Lab 4	FA & RA (continued)	
9	6 May	Experimental design / conjoint analysis	Ch 7, Hair et al + handout
10	13 May Quad Lab 4	Experimental design / conjoint analysis	
11	20 May	<i>No formal class: work on assignment</i>	
12	27 May	Structural Equation Modelling	Ch 11, Hair et al
13	3 June Quad Lab 4	Structural Equation Modelling (continued)	
14	10 June	<i>No formal class: work on assignment</i>	

- Journal articles will be assigned for class discussion, starting Week 3.

Plagiarism: To plagiarise is to use another person's thoughts, ideas or writings and fail to acknowledge that you have done so. In written work, plagiarism can range from the direct reproduction of a sentence or paragraph, a table or a diagram, to paraphrasing and adaptation. Therefore, even if you write the idea or thought in your own words it still constitutes plagiarism.

- Any material copied directly (paragraph, sentences, part of a sentence) **must be referenced** ie enclosed in *quotation marks* and *footnoted* or a *Harvard reference* If indirect – paraphrasing - referencing is necessary ie *footnoted* or a *Harvard reference*
- If indirect - an idea appearing elsewhere is used and developed - referencing is necessary ie *footnoted* or a *Harvard reference*
- Penalties **will be applied** if these procedures are not followed
- See: http://www.fce.unsw.edu.au/current_students/responsibilities.shtml#misconduct

Completing a **Harvard Reference** : **A reference is complete when it answers these seven questions:**

- Who wrote it or edited it?
- When was it published?
- What's it called?
- What kind of thing is it - a book, or an article, or what?
- Where was it published?
- Who published it?
- What page is the relevant material on?