THE UNIVERSITY OF NEW SOUTH WALES

FACULTY OF COMMERCE AND ECONOMICS

MARK2054
Market Analysis

Jennifer Harris

Session 2, 2001

1. Staff

Lecturer: Jennifer Harris
Room: JG 305
Phone: 9385 1823
Email: Jennifer.Harris@unsw.edu.au
Consultation: Monday 2-4pm
Other times, by appointment

Tutors: Marion Burford
Room: JG 312
Phone: 9385 3739
Email: m.burford@unsw.edu.au
Consultation:

Gary Buttriss
Room: JG 302
Phone: 9385 3390
Email: g.buttriss@unsw.edu.au
Consultation:

Lecture Times: Monday 11-1pm OR Monday 5-7pm

2. Course Overview:

Market Analysis aims to provide the student with an insight into the analysis of marketing data. The course links the analytic material learned in MARK2052 Marketing Research with practical issues in marketing management. A range of techniques is reviewed (from descriptive statistics to predictive modeling) and new techniques are learned (perceptual mapping, factor analysis, cluster analysis) as they apply to marketing phenomena. The personal computer and the statistical software SPSS v10 will be used extensively throughout the course for completing analysis-based tasks.

3. Objectives:

This course aims to:

- Apply statistical principles to marketing data.
- Increase knowledge and skills to help in diagnosing, measuring and analysing marketing problems.
- Develop skills related to the analysis of marketing data, in particular the use of SPSS v10.

4. Skills

This course aims to enhance students' skills in a number of areas:

- Communication: communicate competently and confidently in discourses related to analysis and research and expression of personal viewpoints
- Numeracy: using statistical/quantitative methods in conducting applied research
- Computer literacy: using computer technologies and information systems in acquiring information, communicating applied research outcomes and supporting various modes of presentation
- Collaborative behaviour: exercise empathy, respect for others and teamwork in pursuing outcomes.
- Applied research: frame, conduct and document relevant to disciplinary issues.

5. Structure:

The course has 4 hours of contact per week – a 2 hour lecture and a 2 hour tutorial. Tutorial allocations should be made though TAS. Lectures and tutorials assume that you have done the reading beforehand.

6. Assessment:

Exam Component		50%
*Final exam	50%	
Project Component		30%
Interim Report	10%	
Final Report	20%	
Tutorial Component		20%
Case	10%	
*Quiz	10%	
		100%

* Individual component

NOTE:

You are required to pass the individual component of the course in order to pass the course. This means that if you do not get 30 or more out of 60 for the individual component (marked with an * above) you will not pass this course.

6(i) Final Exam

The final exam will take place in the formal examination period at the end of the session. It will be a closed book exam. The structure of the exam will be discussed in the last weeks of the session, however it will be based around the interpretation of output.

6(iii) Project

The project is to be done in groups of up to 3 people from the same tutorial. The project continues the theme of the project you undertook in MARK2052 in the first session. Whereas the project for MARK2052 finished with the development of an instrument for conclusive research, the project for MARK2054 is concerned with the analysis of the data collected from this instrument. Background to the problem and the specific research objectives will be provided in the brief, which will be handed out in week 2.

Total marks for the project is 30% being made up of 10% for the interim report and 20% for the final report.

Stage 1: Interim Report: Worth 10% Due 10.45am 10 September

The interim report should provide the reader with a detailed description of the data eg a profile of the sample, how they answered the questions, any differences in views between subgroups. (It will cover the techniques learned up to and including week 6.) The report should be no more than 6-8 pages, with supporting documentation in an appendix.

Stage 2: Final report: Worth 20% Due 10.45am 22 October

The final report will then provide an insight into the research problem ie the findings. This will entail you applying a range of statistical techniques to the data to provide information on the research objectives. The presentation of this information will then be in the form of a poster. Groups will be expected to answer questions about their work (ie defend their work) during an exhibition of the posters in lectures in week 13 ie 22 October. Supporting documentation (ie annotated output) will need to be provided for your work. In some instances a written report instead of a poster will be accepted. More details will be provided in the project brief (week 2).

Late submissions for either stage of the project will be penalised at 10% per day. Computer problems, work commitments etc will NOT be accepted as excuses for lateness.

6(iv) Tutorials

Tutorials commence in week 2. They will be held in the computer laboratories and will be of 2 hours duration. They will reinforce material covered in lectures and deal with additional issues and viewpoints related to lecture material. The tutorial program, based around SPSS, is very practical. It will consist of case studies, discussion of various research/analysis issues and other exercises designed to give students a better understanding of practical issues involved in the analysis of marketing data. More details will be provided in the tutorial program handout to be provided by your tutor.

Cases

The case analysis and presentation will contribute 10% to your final mark for this subject. It will be done in groups of 2 or 3. Group members and case allocation will be done in the first two weeks of tutorials. Each case centres around the application of a statistical technique to a scenario. The group presenting the case will be expected to:

- Present their analyses and findings through a 40 min presentation. In this presentation emphasis should be placed on communication and class involvement so as to increase the class' understanding of the topic area. This involvement may be in the form of activities and exercises and should contain some computer work.
- Provide a two page, back-to-back handout for the class covering topics such as a case overview, activities/exercises, reminders.
- Hand in to their tutor an in-depth case analysis report. This report should be no more than 6 pages.

Quiz

The quiz will take place in tutorials in the week commencing 10 September (ie week 8). Since much of this course is based around the development of computer skills and understanding of computer output, the quiz will be practical ie it will involve you carrying out certain techniques on the computer and then answering questions about what you have generated.

7. WebCt

WebCt facilities will be used throughout this course. Only students officially enrolled in this course can gain access to these facilities through the site: http://www.webct.unsw.edu.au
This site will be used in a number of ways:

- Lecture notes. These will NOT be distributed via webct before the lecture. Every couple of weeks a copy of the past weeks' notes will be put on webct for students who may have missed the lecture. You are strongly advised NOT to rely entirely on these notes as they would only cover the major points discussed in lectures. Many other issues and examples raised in lectures would not be available through this medium.
- Handouts. A copy of this outline and all major handouts provided in this course will be available on webct as they are produced.
- Announcements. Check this site regularly for announcements and messages regarding this course.
- Discussion. At times extra exercises and/or discussion questions may be placed on webct for you to think about. You are strongly encouraged to post your thoughts on these issues and to comment on other students' thoughts.
- Revision quizzes. At various stages multiple choice quizzes will be accessible via webct. These quizzes will not be part of your assessment but are put here as an aid to your learning and revision.
- Bulletin board: vehicle to obtain feedback/clarification on issues. All students are strongly encouraged to contribute to any issues raised on this site ie use it as a vehicle for peer learning.
- Links to useful sites. Any sites found which are relevant to this course will be linked via this page. If you come across any useful sites let me know and these may be added as well.

A handout is available outlining access and usage issues for webct.

All students are expected to conduct themselves in a proper manner when posting questions and thoughts on webct. Any students found doing otherwise will have their access immediately withdrawn.

8. Expectations

Students in this course will be expected to:

- Complete required reading before lecture
- Participate in all class (ie lecture and tutorial) discussions.
- Hand all work in on time and present it according to directions.
- Contribute equally to all group work. Peer evaluation of group member's contribution will be carried out after each stage of the project. The lecturer reserves the right to vary individual member's marks after considering these evaluations.
- Attend at least 80% of tutorials. Any student failing to attend at least 80% of tutorials may be refused permission to sit for the final exam.
- Attend the tutorial in which you are enrolled.

9. Written Work

On the School of Marketing web site (www.marketing.unsw.edu.au) there is a document: School of Marketing Guide to Presentation of Assignments". Please ensure that you employ these standards to your work. Failure to do so will result in penalties being applied. Please pay particular attention to the sections dealing with plagiarism and the correct referencing of items.

10. EDU Facilities

Additional learning and language support is available from the Education Development Unit (EDU) in the Faculty. The EDU provides individual and small group consultations, academic skills workshops, discipline-specific support workshops and a range of study skills resource materials and handouts. Students requiring advice and assistance with assignment writing, academic reading and note-taking, oral presentation, study skills or other learning needs are advised to drop in or contact the learning advisers in the Unit which is located in:
Room 3054, Level 3, Quadrangle Building.

Contact details of the learning advisers are as follows:

Colina Mason	Tel:	9385 6163
	Email:	cm.mason@unsw.edu.au
Carolyn Cousins	Tel:	9385 6087
	Email:	c.cousins@unsw.edu.au

The service is free and available only to students in this Faculty. Students are encouraged to take full advantage of this extra support.

11. MRSA Diploma

This subject is an accredited course of the MRSA. After completing this subject, as well as other specified UNSW marketing subjects, you can apply to the MRSA to obtain a Diploma of Marketing Research. For details please refer to the MRSA web site: www.mrsa.com.au

12. Text:

The text for this course is:

Churchill, G.A., Basic Marketing Research, 4th edition, 2001 (includes CD of the student version of SPSS). This is the same text that was set for MARK2052 in session 1 2001.

Sources for additional reading:

Analysis Techniques -

Malhotra, Hall, Shaw & Crisp	Marketing Research – An Applied Orientation, Prentice Hall, 1996
Aaker, Kumar & Day	Marketing Research, Wiley, 1998
Zikmund	Exploring Marketing Research, 6th Ed, Dryden Press, 1997
Sudaman & Blair	Marketing Research, 1998, McGraw Hill
Worchester & Downham	Consumer Market Research Handbook, North Holland, 1986
Churchill, G.A.,	Marketing Research, Methodological Foundations, Addison Wesley, 1999 (Full version)
Hair, Anderson, Tatham & Black	Multivariate Data Analysis, 1998, Prentice Hall
Hooley & Hussey	Quantitative Methods in Marketing, 1999, International Thomas Business Press

SPSS help -

Coakes and Steed	SPSS Without the Anguish (for version 10.0), 2000, John Wiley & Sons Australia
Pavkov & Pierce	Ready Set Go!, 2001, Mayfield Publishing Company

Weekly Outline

Week	Date	Topic	Notes
1	*23 July*	Introduction – Overview of Course Administration	*Check your tutorial allocation (TAS)*
2	*30 July*	Data Preparation *Measurement; coding; understanding data set; graphing*	***Tutorials commence*** Reading: Church Ch 19 p584-600
3	*6 Aug*	Profiling the Customer *Means, standard deviation, frequency* Introduction to Hypothesis testing	Reading: Church Ch 19 p612-614; p626-637
4	*13 Aug*	Understanding the Target Market *T-tests 1 and 2 sample*	Reading: Church Ch 20 p638-648
5	*20 Aug*	Examining Multiple groups *2 sample t tests ctd; ANOVA*	Reading: Church Ch 20 p649-660; p666-671
6	*27 Aug*	Exploring Relationships (1) *Relationships in general; crosstabs*	Reading: Church Ch 19 p600-612; Ch 20 p641-644
7	*3 Sept*	Exploring Relationships (2) *Correlation; regression*	Reading: Church Ch 21 p672-692; p705-712
8	*10 Sept*	Grouping customer Similarities *Factor analysis; Scale testing*	***Quiz in tutorials*** ***Stage 1 of project due*** Reading: Study Kit
9	*17 Sept*	Grouping Customers *Cluster Analysis*	Reading: Study Kit
	24 Sept	***BREAK WEEK***	
10	*1 Oct*	*Public Holiday*	***No lecture or tutorials this week***
11	*8 Oct*	Identifying competitors and unmet needs *Perceptual maps*	Reading: Church Ch 14 p399-406; Study Kit
12	*15 Oct*	Modeling Customer behaviour *Regression revisited (advanced; dummy variables)* Forecasting	Reading: Church Ch 21 p686-695; Study Kit
13	*22 Oct*	***Exhibition of posters***	***Stage 2 of project due***
14	*29 Oct*	Overview Exam details	