

Tutorial Letter 101/3/2015

MARKETING RESEARCH MNM3702

Semesters 1 & 2

Department of Marketing and Retail Management

IMPORTANT INFORMATION

Please activate your myUnisa and myLife e-mail addresses and ensure that you have regular access to the myUnisa module site MNM3702-2015-S1 & S2 as well as to your group site.

Note: This is an online module, and therefore it is available on myUnisa. You will, however, also receive some study material in print format to support you in your learning process.

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1. INTRODUCTION AND WELCOME

Dear Students

We are pleased to welcome you to this module in Marketing Research and hope that you will find it both interesting and rewarding. We will do our best to make your study of this module successful. You will be well on your way to success if you start studying early in the semester and resolve to do the assignments properly.

You will receive a number of tutorial letters during the semester. A tutorial letter is our way of communicating with you about teaching, learning and assessment. Tutorial Letter 101 – this tutorial letter – contains important information about the scheme of work, the assignments and guidelines for preparing and submitting the assignments for this module. Furthermore, the prescribed study material and other resources and how to obtain it are provided further on. We have also included general information about this module, as well as administrative guidelines. We urge you to read it carefully and to keep it at hand when working through the study material, preparing the assignment(s), preparing for the examination and addressing questions to your lecturers. Please make sure that you obtain the prescribed material as soon as possible.

You will also receive Tutorial Letter 301 MRMALLE8/2015 at the start of the semester. Please read it in combination with Tutorial Letter 101, as it gives you an idea of generally important information when studying at a distance in this department and in the School of Management Sciences. Later on in the semester you will also receive tutorial letters providing guidelines to the assignments and information on how to prepare for the examination.

From the onset we would like to point out that **you must read all the tutorial letters** you receive during the semester **immediately and carefully**, as they always contain important and, sometimes, urgent information.

We hope that you will enjoy this module and wish you all the best!

2. PURPOSE AND OUTCOMES OF THE MODULE

2.1 Purpose

The aim of this module is to introduce students of Marketing Management to the basic principles of marketing research.

This module provides a step-by-step approach to be followed in conducting marketing research.

In order to understand the world of marketing research, you will study:

- the nature of marketing research
- the marketing research process
- how to conduct secondary and primary research
- how to analyse and report information

2.2 Outcomes

After studying this module, you should be able to:

- explain the nature of marketing research
- discuss the marketing research process
- demonstrate how to conduct secondary research
- demonstrate how to conduct primary research
- explain how data should be prepared and analysed
- explain how to report research results

3. LECTURER AND CONTACT DETAILS

3.1 Lecturer

The lecturer for this module is Ms. EC Nell. Her contact details are:

Address: AJH van der Walt Building
 Office number: 5-55
 Telephone: 012 429 2819
 Fax: 012 429 3759
 E-mail: marketing@unisa.ac.za

Please note that lecturers should only be contacted for **academic** enquiries, that is, enquires about the **content** of the module. **Letters to lecturers may NOT be enclosed with assignments.**

3.2 The department

The Department of Marketing and Retail Management can be contacted as follows:

Telephone: 012 429 8303
 E-mail: marketing@unisa.ac.za

3.3 University

Administrative enquiries concerning fees, receipt of assignments, examination dates etc should be directed to the relevant administrative departments (as indicated on the next page).

Communication with the administrative departments of the University

If you need to contact the University about matters not related to the content of this subject, please consult the booklet *my Studies @ Unisa* that you received with your study material. This booklet contains information on how to contact the University (for example, to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open).

Always have your student number at hand when you contact the University.

Please note that all administrative enquiries should be directed to the following:

| | |
|---|--|
| Student admissions and registrations | Study-info@unisa.ac.za |
| Student assessment administration for assignments | Assign@unisa.ac.za |
| Student assessment administration for examination | Exam@unisa.ac.za |
| Despatch: Study material | despatch@unisa.ac.za |
| Finance | finan@unisa.ac.za |
| ICT (myUnisa & myLife) | MyUnisaHelp@unisa.ac.za |
| | MyLifeHelp@unisa.ac.za |

4. MODULE RELATED RESOURCES

4.1 Prescribed material

The tutorial matter for this module consists of the following:

- ONE study guide and a number of tutorial letters (supplied by Unisa)
- TWO prescribed books (which you must obtain yourself)

The compulsory prescribed books for MNM3702 are listed below:

- Wiid, JA and & Diggines, CN. 2013. *Marketing research*. 2nd edition. Cape Town: Juta.
 (NOTE: You need to obtain the 2nd edition as the 1st edition will be insufficient due to content changes)
- Drotsky, A. & Van Heerden, C. H. 2013. *Applied Marketing Cases*, Cape Town, Juta.

Prescribed books can be obtained from the University's official booksellers. If you have difficulty in locating your book(s) at these booksellers, please contact the Prescribed Books Section at 012 429 4152 or e-mail vospresc@unisa.ac.za.

Please refer to the list of official booksellers and their addresses in the *myStudies @ Unisa* booklet.

Important notice

When studying your prescribed material, take note of the following:

- The whole study guide is prescribed for examination purposes. Make sure you are able to answer all the questions in the assessment section at the end of each study unit.
- Only sections in the prescribed book referred to by the study guide are required to be studied for examination purposes. For example, if the study guide instructs you to "Study section 4 in your prescribed book, the whole of section 4 (including 4.1, 4.1.1 etc) is included and may be asked in the examination.

4.2 Inventory letter

At the time of registration, you will receive an inventory letter that will tell you what you have received in your study package and also show items that are still outstanding. Also see the booklet entitled: *my Studies @ Unisa*.

Check the study material that you have received against the inventory letter. You should have received all the items listed in the inventory, unless there is a statement indicating "out of stock" or "not available". If any item is missing, follow the instructions on the back of the inventory letter without delay.

Apart from this tutorial letter and Tutorial Letter 301/MRMALL8/2014, you will also receive other tutorial letters during the semester. These tutorial letters will not necessarily be made available at the time of registration. Tutorial letters will be dispatched to you as soon as they are available, or when they are scheduled to be dispatched (for instance, providing feedback on the assignments).

If you wish you can view the study guides and tutorial letters for the modules for which you are registered on *myUnisa*, at <http://my.unisa.ac.za>.

4.3 Additional reading list

There are rapid developments and constantly new applications in the field of marketing research. It is therefore recommended that you get some exposure to developments in this field on a regular basis. This can be done by reading magazines on this topic and by consulting the internet. To help you, we shall give you the names of some websites, books and articles you can read. These are listed in Appendix B. In order to link up theory and practice, we recommend that you consult some additional material in this exciting and interesting field. You can consult magazines, books, and relevant websites that you find for yourself.

4.4 Joining myUnisa

If you have access to a computer that is linked to the internet, you can access resources and information offered by the university quickly and easily. The myUnisa learning management system is Unisa's online campus, which will help you to communicate with your lecturers, with other students and with the administrative departments – all through the computer and the internet.

To access myUnisa, start at the main Unisa website at <http://www.unisa.ac.za>, and then click on the myUnisa orange tab. You could also just go to <https://my.unisa.ac.za> directly. When you are on the myUnisa website, click on Claim Unisa Login on the right-hand side of the screen. You will then be prompted to give your student number to claim your initial myUnisa and myLife login details.

Please consult the brochure *My studies @ Unisa*, which you received with your study material, for more information on myUnisa. It is therefore very important that you log on to myUnisa regularly. We recommend that you do this at least every week or 10 days to do the following:

- Check for new announcements. You could also set up your myLife e-mail in such a way that you will receive the announcement e-mails on your cellphone.
- Participate in the discussion forum activities. For every learning or study unit in this module, you will be given activities to do. We would like you to discuss these with your fellow students and your lecturers. Although you could check the instructions about the activities here and even prepare your answers without logging on, you would need to go online to post your messages.
- Complete other online activities. For some of the learning unit activities, you need to post something on the blog or take a quiz or complete a survey under Self-Assessment. Don't skip these activities, because they will help you to complete the assignments and activities for the module.

4.5 Other resources – printed support material

We want you to be successful in this online module, so we will also provide some of the study material to you in print format. This will allow you to read the study material even when you are not online. Please note the following:

- This printed study material will be sent to you at the beginning of the semester, but you needn't wait to receive it before you start studying. You can go online as soon as you register and you will find all your study material there.
- Therefore, the printed material will be hard copies of the formal content of the online module.
- Having the printed material on hand will make it possible for you to study your material for this module WITHOUT having to go on the internet or to an internet cafe. This will save you money, of course, and will enable you to read – and reread – the material and do the activities whenever and wherever you wish to do so.

We hope that this system will help you to succeed in this online module by providing you with extra ways in which to study the material and complete all the activities and assignments. You **MUST**, however, go online to complete the activities and assignments on time, and to get the most from the online course.

Remember, the printed support material forms only a backup to everything that you will find online on myUnisa. It will not contain any additional content. **In other words, you should NOT wait for the printed support material to arrive before you start studying.**

5. STUDENT SUPPORT SERVICES FOR THE MODULE

For information on the various student support systems and services available at Unisa (for example, student counselling, tutorial classes, and language support), please consult the publication: *my Studies @ Unisa* that you received with your study material.

• Study groups

It is advisable to have contact with fellow students. One way to do this is to form study groups. The addresses of students in your area may be obtained from the following department:

Directorate: Student Administration and Registration
PO Box 392
UNISA
0003

• myUnisa

Please note that contact with students via the Internet is important as all your study material is also available under **Official study material** on *myUnisa*. You will also be able to utilise the **Discussion forum** where you can communicate with your lecturers and fellow students. Utilising *myUnisa* will also help you to get easy access to other resources and information of the university.

If you do not have access to a computer, please call the contact centre to enquire about using the Unisa computer centre at the main campus, or our satellite campuses.

TO REITERATE:

We use **myUnisa** to communicate with our students, so it is essential that you register with this service as quickly as possible and that you visit **myUnisa** regularly to keep abreast of any new developments or changes. Think about checking **myUnisa** for any communication from the lecturer/department before contacting us telephonically, as your query may already have been answered on **myUnisa**.

To go to the *myUnisa* website, start at the main Unisa website, <http://www.unisa.ac.za>, and then click on the 'myUnisa' link under > Current students' within the orange-coloured block near the centre of the web page. This will take you to the *myUnisa* website. You can also go there directly by typing <http://my.unisa.ac.za> into your browser.

Please consult the publication: *my Studies @ Unisa*, which you received with your other study material for more information on *myUnisa*. If you should misplace any of your study material, you can access this study material on *myUnisa*.

- **Discussion classes**

There is no discussion class for this module.

- **Tutorial support**

Please be informed that, with effect from 2013, Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF level 5, 6 and 7 which means qualifying first year, second year and third year modules. Once you have been registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period as well as an e-tutor who will be your tutorial facilitator. Thereafter you will receive an sms informing you about your group, the name of your e-tutor and instructions on how to log onto myUnisa in order to receive further information on the e-tutoring process.

Online tutorials are conducted by qualified e-tutors who are appointed by Unisa and are offered free of charge. All you need to be able to participate in e-tutoring is a computer with internet connection. If you live close to a Unisa regional Centre or a Telecentre contracted with Unisa, please feel free to visit any of these to access the internet. e-Tutoring takes place on myUnisa where you are expected to connect with other students in your allocated group. It is the role of the e-tutor to guide you through your study material during this interaction process. For you to get the most out of online tutoring, you need to participate in the online discussions that the e-tutor will be facilitating.

There are modules which students have been found to repeatedly fail, these modules are allocated face-to-face tutors and tutorials for these modules take place at the Unisa regional centres. These tutorials are also offered free of charge, however, it is important for you to register at your nearest Unisa Regional Centre to secure attendance of these classes.

Unisa offers tutor services for students as additional academic support at the various Unisa regional learning centres throughout the country. A tutorial is an organised session where students and tutor(s) meet regularly at a particular venue and at scheduled times to discuss course material. The main purpose of the tutorial services is to facilitate student learning by developing the student's independent learning skills and assisting students to become motivated. Tutorials help the students to develop and enhance their learning experience and academic performance through interaction with the tutor and fellow students. Tutorials are not compulsory and willing students receive relevant tutorial support. Interested students are advised to consult a learning centre closest to them to enroll for tutorials. For further information on tutorials consult the brochure my Studies @ Unisa.

6. HOW TO STUDY THIS MODULE ONLINE

6.1 What it means to study fully online

These modules are taught fully online, and therefore differ completely from some of your other Unisa modules. This means the following:

- All your study material and learning activities are designed to be studied and completed online, on myUnisa. Even though we will provide you with printed copies to support your studies, the module is designed specifically for online use.
- All your assignments must be submitted online. In other words, you do all your activities and submit all your assignments on myUnisa. You cannot post them through the South African postal service.
- All the communication between you and the university will also take place online, by e-mail, on discussions forums and through questions and answers. You can use all these ways to ask questions and contact your lecturers. This also means that your lecturers will communicate with you in the same ways, through e-mails, by means of announcements, questions and answers, and on discussion forums.

6.2 The myUnisa tools you will use

You will find all the information about how to use the myUnisa tools on the module site, in Unit 0. However, we thought it important to stress the tools that you will use for your formal assignments and activities.

In this module, there are three different types of assessment, for which the following two myUnisa tools are used:

- **Discussions:** This tool is associated with online discussion forums, where you share your ideas and insights with other students in your small groups. Many activities also use discussion forums, but there are five that will count as assignments for this module. For these assignments to be submitted, the teaching assistant (TA) for the site needs to create a forum with a topic, for example "Assignment 01", under Discussions. When you click on it, you should find the topic Assignment 01: Language Diversity, which you need to click on. Then click on Reply to get a message box in which you do your assignment. Finally, scroll down to Publish to finalise the assignment. Never create a new topic by yourself unless requested to do so by the TA.

For the activities that need to be done under Discussions, the TA will create a forum, "Unit 1", and then a topic for the activity. Again, you need to do the activity as a reply under the topic created by the TA, and not as a separate topic.

- **Assignments:** The assignments that are not submitted under Discussions are written assignments. You will need to type the written assignment in a Word document and submit it online in the same manner in which you submit all other assignments online. The assignments will be routed to your TA, who will mark it. You may be given a form to use or you may have to type a new document, but it would depend on the assignment. You must submit these typed assignments using the online Assignments tool on myUnisa, as a Word document. You will find the instructions for submitting these assignments in Unit 0.

Under Discussions there may also be several other discussion forums where you can share ideas and post your discussions online. You could also simply chat socially with other students registered for the course. We call this the Social Indaba, because in several African languages indaba means people gathering to interact socially.

You could also use the Questions and Answers tool to ask questions. If it is a good question that may interest other students, your TA may publish it for the whole group.

7. MODULE SPECIFIC STUDY PLAN

Below is a study plan that we believe you should use to work systematically through the study material until it is time to write the examination. However, it is only a broad guideline: you can adapt it to fit your own particular time schedule. The time allocated to each topic also serves as an indication of its importance within the context of all the prescribed study material. A page reference guide which adapts the study guide to the current prescribed book is given in Appendix A.

| Study unit | Topic | Time taken | Date to be completed | Main learning areas |
|------------|-------|------------|----------------------|---------------------|
|------------|-------|------------|----------------------|---------------------|

| | | | 1 st sem | 2 nd sem | |
|---|--|----------|---------------------|---------------------|--|
| 1 | The role of marketing research | 5 hours | 30 Jan | 2 Jul | <ul style="list-style-type: none"> The need for marketing information Definition and scope of marketing research Marketing research in perspective Ethics and marketing research |
| 2 | Marketing information system and marketing research environment | 5 hours | 3 Feb | 5 Jul | <ul style="list-style-type: none"> Marketing information systems (MIS) Types of marketing information systems The marketing decision support system Internal and external research Structure of the marketing research industry The South African marketing research environment |
| 3 | The marketing research process | 5 hours | 6 Feb | 9 Jul | <ul style="list-style-type: none"> The distinction between preliminary and formal marketing research The marketing research process Concluding remarks on the marketing research process |
| 4 | Problem definition, research objectives, research design and research proposal | 10 hours | 20 Feb | 16 Jul | <ul style="list-style-type: none"> Identify and define the marketing problem Translate the marketing problem into a research problem Research objectives as hypotheses Types of design Plan the research project Research proposal Decision regarding the project |
| 5 | Collection of secondary data | 10 hours | 27 Feb | 23 Jul | <ul style="list-style-type: none"> The steps in researching secondary data sources Definition of secondary data Importance and characteristics of secondary data Types of secondary data Databases Evaluation of secondary data Online computer searches |
| 6 | Collecting primary data: qualitative techniques | 10 hours | 5 Mar | 30 Jul | <ul style="list-style-type: none"> Primary data collection Qualitative and quantitative research Qualitative research techniques Focus groups In-depth interviews Projective techniques Limitations associated with qualitative research |
| 7 | Collecting primary data: surveys, observation and experimentation | 10 hours | 12 Mar | 6 Aug | <ul style="list-style-type: none"> The survey method Survey errors Data collection using the survey method Choosing the appropriate survey method The observation method Observation techniques The objects that can be observed The experimental method |
| 8 | Measurement and questionnaire | 10 hours | 19 Mar | 13 Aug | <ul style="list-style-type: none"> Measurement and scaling Levels of measurement |

| | | | | | |
|----|---|----------|--------|--------|--|
| | design | | | | <ul style="list-style-type: none"> • Scaling techniques • Comparative scaling techniques • Non-comparative scaling techniques • Multidimensional scaling • Selecting measuring scales • Questionnaires • Questionnaire design |
| 9 | Designing the sample plan. | 10 hours | 26 Mar | 20 Aug | <ul style="list-style-type: none"> • Sampling versus census • Basic concepts • Steps of the sampling process • Defining the population • Identifying a sample frame • Selecting the sampling methods • Determining the sample size • Selecting sample elements and gathering the data |
| 10 | Conducting the investigation | 10 hours | 2 Apr | 27 Aug | <ul style="list-style-type: none"> • Planning and organising the field work • Preparing for the field work • Selecting, training and controlling interviewers • Recruiting and selecting field workers • Training field workers • Evaluating and controlling interviewers • Using a third party for field work • Survey errors made during interviewing • Web-based data collection |
| 11 | Preparation and processing of primary data | 10 hours | 9 Apr | 3 Sep | <ul style="list-style-type: none"> • Validating data • Editing • Coding • Capturing data • Sources of data • Web-based questionnaires and data-base data • Reading raw data into analysis packages • Verifying and cleaning data • Labelling data • Storing data |
| 12 | Exploratory data analysis and hypothesis testing | 10 hours | 16 Apr | 10 Sep | <ul style="list-style-type: none"> • The data analysis cycle • Variable types • Validation of the measuring instrument • Reliability • Validity • Creation of new variables • Descriptive statistics • Tables and graphic presentation of data • Exploratory analysis • Hypothesis or significance testing |
| 13 | Analysis of relationships with statistical techniques | 10 hours | 23 Apr | 17 Sep | <ul style="list-style-type: none"> • Background to statistical analysis • Sample size considerations • Choosing a statistical technique • Application of various statistical techniques • Methods for determining a structure in multivariate data |

| | | | | | |
|---|---------------------|---------|--------|--------|---|
| | | | | | <ul style="list-style-type: none"> • Some advanced modelling techniques |
| 14 | The research report | 5 hours | 30 Apr | 24 Sep | <ul style="list-style-type: none"> • Interpretation and generalisation of research results • Interpretation • Generalisation • The research report • The format of the research report • Guidelines for writing research reports • Guidelines for submitting data in the form of an oral research report |
| Revision and examination preparation – please note that examination dates will be made available on the <i>myUnisa</i> website. | | | | | |

8. ASSESSMENTS

8.1 General remarks

The assignments for this module are contained in Appendix B, further on in this tutorial letter. Before you do the assignments please study the rest of this section.

Assignments are seen as part of your learning experience for this module. The process of doing the assignment includes studying the prescribed textbook, consulting other resources, discussing the work with fellow students or tutors, or doing additional research. You are, in fact, actively engaged in learning. Pay attention to the assessment criteria for each assignment as these criteria will help you to understand what is required of you.

8.2 Submission of assignments

You may submit your assignment in hard-copy (using a mark-reading sheet), or electronically via *myUnisa*.

Hard-copy assignments should be sent to:

The Registrar
PO Box 392
UNISA
0003

Assignments may not be submitted by fax or e-mail.

You may also submit your assignments electronically via *myUnisa*.

To submit an assignment via ***myUnisa***

- Go to *myUnisa*.
- Log in with your student number and password.
- Select the module.
- Click on "assignments" in the left-hand menu.
- Click on the assignment number you want to submit.
- Follow the instructions on the screen.

For detailed information and requirements as far as the submission of assignments are concerned, see the brochure: *My Studies @ Unisa* that you received with your study material.

PLEASE NOTE: Enquiries about assignments (for example, whether or not the University has received your assignment or the date on which an assignment was returned to you) must be addressed to the Unisa Contact Centre. (Also read section 3 above.) You might also find information on *myUnisa*.

8.3 Compulsory assignments

There are **TWO compulsory** assignments for this module, both which are in the form of ten multiple-choice questions. There are **non-negotiable** submission deadlines for each of these two assignments (see Appendix B further on). You need to submit the **first** of these assignments if you wish to gain **entry** to the examination! **Both** compulsory assignments, however, contribute to your **year mark**.

8.4 Commentaries and feedback on assignments

You will receive the correct answers to your assignment questions in Tutorial Letters 201 (for assignment 01) and 202 (for assignment 02). These tutorial letters will be sent to you **after** the due dates of the assignments and will also be available on *myUnisa*. The assignments and the commentaries on these assignments constitute an important part of your learning and should help you to be better prepared for the next assignment and the examination.

8.5 Submission dates of compulsory assignments

Refer to Appendix B for assignment questions and submission dates.

8.6 Year marks

Your year mark, based on the mark obtained for the two compulsory assignments, contributes 20% towards your final mark, while your examination mark contributes 80%.

The combined weighted average of your year mark and examination mark must be 50% or higher for you to pass the module. However, you must obtain a minimum of 40% in the examination, regardless of your year mark. If you obtain less than 40% in the examination your year mark will not be taken into account and you will fail.

For example:

Assignment mark 01 = 60%
 Assignment mark 02 = 80%
 Average mark = 70% (60% + 80% / 2)
 20% of the assignment mark = 14%

Examination mark = 50%
 90% of the examination mark = 45%

Final mark = (20% assignment mark) + (80% examination mark)
 = 14% + 40%
 = 54%

You will need a final mark of at least 45% to qualify for a supplementary examination.

9. EXAMINATION

For general information and requirements as far as examinations are concerned, see the brochure: *my Studies @ Unisa* which you received with your study material.

9.1 Examination admission

Examination admission will be granted to all students who submit the **first** compulsory assignment. Students who do not submit the first assignment will NOT be allowed to write the examination.

9.2 Examination period

This module is offered on a **semester** basis, which means that there are two registrations each year. If you register at the start of the year (1st semester registration), you will write the examination in May/June 2015, while the supplementary examination (if applicable to you) will be written in October/November 2015. If you register in the middle of the year (2nd semester registration), you will write the examination in October/November 2015, while the supplementary examination will be written in May/June 2016.

During the year the Examination Section will provide you with information regarding the examination in general, as well as information on examination venues, examination dates and examination times.

9.3 Examination paper

The format of the examination paper for undergraduate modules is as follows:

ALL EXAMINATION PAPERS ARE TWO-HOUR EXAMINATIONS!

The format of the examination paper for undergraduate modules is as follows:

- The examination paper consists of two sections:
- Section A is compulsory and counts 20 marks. This section will consist of multiple-choice questions.
- Section B counts 50 marks. You will be given three 25-mark questions, of which you have to answer any two. The questions may be essay-type questions and/or may have subsections. The questions may be based on a case study.

9.4 Previous examination papers

Previous examination papers can be found on myUnisa. In the third assignment we provide a previous examination question with a detailed memorandum to help you answer a typical essay-type question in the examination. We advise you, however, not to focus on this examination question only, as the questions you will get in the actual examination paper will be different. You may, however, accept that the questions format that will be asked in the examination will be similar to the question provided in the third assignment.

10 FREQUENTLY ASKED QUESTIONS

The *myStudies@Unisa* brochure contains an A-Z guide of the most relevant study information.

11 CONCLUDING REMARKS

We hope that you will enjoy this module. We believe it to be a very useful and practical module. Remember that the module requires you to work at your studies – the more you do, the more you will get out of your studies. Please do not hesitate to contact me if you encounter any **academic** queries or problems in your studies.

Many students fail because they do not have an organised approach to studying. I strongly recommend that you work out a complete study programme for the semester. This programme must also allow enough time for all the other modules for which you have enrolled and must be realistic and achievable. Most importantly, you must keep to this programme! Read the ten tips that are listed below. They might seem simple, but they will prove to be effective.

- Get organised.
- Make studying a habit. Do it on a daily basis.
- Help is out there – use it. Contact the lecturer and fellow students.
- Set goals and diarise dates.

- Get energised.
- Think of the “big picture”.
- Develop your ability to concentrate.
- Be creative and active with the information.
- Listen to hints and tips given by the lecturers – they do, after all, set the examination.
- Reward yourself for achieving the goals that you set.

It is important that you try to read as many marketing journals and articles as possible. Doing this will expand your knowledge and keep you up to date with trends within the marketing and business environment.

Do not hesitate to contact the lecturers if you encounter any academic difficulties in your studies.

Good luck!

Ms. EC Nell
Department of Marketing and Retail Management
Unisa

APPENDIX A– ASSIGNMENTS

There are **THREE** assignments for this module. The **FIRST TWO** assignments (the multiple choice assignments 01 and 02) are **COMPULSORY** and must be submitted. **Both** compulsory assignments contribute to your **year mark**. You need to-submit the **first** of these assignments if you wish to gain **entry** to the examination! The submission dates of these two assignments are non-negotiable.

The third assignment (03) is a self-evaluation assignment and must **NOT** be submitted to the university.

SEMESTER 1- ASSIGNMENT 01 – COMPULSORY – Must be submitted to gain examination entry

When completing the mark reading sheet **or** submitting this assignment via *myUnisa*, be sure to use the correct **unique number** as detailed below:

| Semester | Due date | Unique number |
|----------|-----------|---------------|
| 1 | 12/3/2015 | 579693 |

This assignment consists of ten multiple-choice questions. Each question is worth one mark and your mark out of ten will be converted to a percentage. Refer to section 8 of this tutorial letter for information on the submission of assignments.

QUESTION 1

Read the “First for Women” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. *Applied Marketing Cases. Cape Town: Juta*) before you attempt to answer the following question.

First for Women needed to find out “What do women want?” in order to develop a product directly aimed at their needs. What type of research would be most suitable for FFW in order to gain a proper understanding of women consumers?

- 1 mystery shopping
- 2 secondary research
- 3 in-depth interviews
- 4 dichotomous research

QUESTION 2

Read the “First for Women” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. *Applied Marketing Cases. Cape Town: Juta*) before you attempt to answer the following question.

First for Women have looked into the past five years' archives and found that women are lower insurance risks than their male counterparts, based on the fact that they take fewer risks, make more careful decisions and stick to speed limits. This is an example of ... research.

- 1 primary
- 2 secondary
- 3 observation
- 4 survey

QUESTION 3

Read the “First for Women” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. *Applied Marketing Cases*. Cape Town: Juta) before you attempt to answer the following question.

First for Women (FFW) has partake in quantitative research activities in the past. The reason for this is that they have summarised their results ...

- 1 statistically.
- 2 non-statistically.
- 3 thematically.
- 4 verbally.

QUESTION 4

Read the “Bio-Strath” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. *Applied Marketing Cases*. Cape Town: Juta) before you attempt to answer the following question.

Bio-Strath launched a campaign with the main idea to increase penetration into the market by targeting new consumers in the core target market, namely women aged 25-49 in the LSM group 7-10, with the emphasis on white, coloured and Indian consumers. This is an example of ...

- 1 research design.
- 2 sample design.
- 3 questionnaire design.
- 4 statistical design.

QUESTION 5

One role of marketing research is to provide historical and current data about the consumer, industry and environment to a company. This role is known as ...

- 1 diagnostic research.
- 2 descriptive research.
- 3 basic research.
- 4 predictive research.

QUESTION 6

Which step in the research process is described by the following statement? “The researcher must establish in advance the type of data needed, where to find it, what collection methods and techniques to use, the target market and how the collected data will be analysed”.

- 1 Define the problem.
- 2 Identify the research objectives.
- 3 Determine the research design.
- 4 Collect the secondary data.

QUESTION 7

When evaluating secondary data you find that the sampling details about fieldworkers and data-collection used are not included in the study. You would then be able to question the ... of the data.

- 1 credibility
- 2 consistency
- 3 methodology
- 4 bias

QUESTION 8

Mrs Chabalala wants to enter the fast food industry, but decided to first do a bit of research on existing literature about the fast food industry. This data that she wants to collect is known as ...

- 1 external secondary data.
- 2 internal secondary data.
- 3 quantitative data.
- 4 qualitative data.

QUESTION 9

The evaluation and control of fieldworkers during the fieldwork process means ...

- 1 fieldworkers are evaluated after the fieldwork process.
- 2 fieldworkers should submit questionnaires immediately after the fieldwork period.
- 3 fieldworkers' questionnaires must be checked completely and thoroughly.
- 4 fieldworkers must not make any mistakes during the fieldwork.

QUESTION 10

A research project among vegetable growers registered to provide vegetables to the fruit and vegetables market in the Mpumalanga province is conducted to determine the use of insecticides, plant feeding as well as organic growing. In this scenario a selection out of all registered vegetable farmers supplying to the market will be the ...

- 1 population.
- 2 sample.
- 3 sample frame.
- 4 sample elements.

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| SEMESTER 1- ASSIGNMENT 02 – COMPULSORY – contribute to your year mark |
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When completing the mark reading sheet **or** submitting this assignment via *myUnisa*, be sure to use the correct unique number as detailed below:

| Semester | Due date | Unique number |
|----------|-----------|---------------|
| 1 | 10/4/2015 | 579744 |

This assignment consists of ten multiple-choice questions. Each question is worth one mark and your mark out of ten will be converted to a percentage. Refer to section 8 of this tutorial letter for information on the submission of assignments.

QUESTION 1

Read the “First for Women” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. Applied Marketing Cases. Cape Town: Juta) before you attempt to answer the following question.

Based on the information that First for Women (FFW) had gathered, they concluded that “Women are more inclined to form long-term brand relationships, while their enhanced loyalty means that every marketing rand invested in female customer acquisition results in a higher retention rate”. Such finding is documented in the...

- 1 research findings.
- 2 research report.
- 3 research analysis.
- 4 research results.

QUESTION 2

Read the “First for Women” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. Applied Marketing Cases. Cape Town: Juta) before you attempt to answer the following question.

First for Women has an on-going challenge to maintain relationships with its customers and to meet and exceed their expectations. In order for FFW to understand these expectations they conduct ... and ... research on a continuous basis.

- 1 exploratory; descriptive
- 2 qualitative; descriptive
- 3 qualitative; quantitative
- 4 exploratory; quantitative

QUESTION 3

Read the “2Stroke” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. Applied Marketing Cases. Cape Town: Juta) before you attempt to answer the following question.

2Stroke indicated that after the e-mail campaign the newsletter signups have increased by 15%. This is an example of ...

- 1 frequency distribution.
- 2 scientific research.
- 3 measures of tendency.
- 4 biased research.

QUESTION 4

Read the “Africa Media Online” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. *Applied Marketing Cases*. Cape Town: Juta) before you attempt to answer the following question.

Africa Media Online moved from slides to digital due to the growth of the internet. Photographic archives now needed digitisation so that the entire archives could be searched and displayed through one online system. This is an example of ...

- 1 external data sources.
- 2 primary data sources.
- 3 internal data sources.
- 4 pooled data sources.

QUESTION 5

If John and Sara conduct exactly the same research (using the same sampling methods, questionnaires and analysis techniques) in the same geographical area but arrive at total different results, we can conclude, knowing the characteristics of the scientific method, that the research is not ...

- 1 basic.
- 2 valid.
- 3 applied.
- 4 reliable.

QUESTION 6

In the research process, the correct answer to the wrong question underlines the importance of ...

- 1 preparation of the research report.
- 2 analysis and interpretation of data.
- 3 the problem definition and research objectives.
- 4 sample design and data collection.

QUESTION 7

What category of information will be obtained by asking the following question: “Over the past six months, have you seen the advertisement for Rama?”

- 1 behaviour information
- 2 preference information
- 3 levels of awareness information
- 4 motives information

QUESTION 8

Simphiwe Designs is a newly established business which manufactures bags with various designs, sizes and recommended prices that the owner of Simphiwe Designs would like to test among your customers. He wants to determine the popularity of the bags and then present the most popular bags to the management of your company, hoping that they will stock the bags in their retail stores. The research method most suited to obtain the required data would be ...

- 1 secondary data analysis.
- 2 surveys.
- 3 in-depth interviews.
- 4 focus groups.

QUESTION 9

Analysing prices of 500 ml water of ten different brands at garage outlets, you collected the following set of data. The values of the water brands were (in rand):

5 6 4 7 8 5 6 7 4 5

Describing the data, a value of 5.5 will represent the ... of the data set.

- 1 arithmetic mean
- 2 mode
- 3 median
- 4 range

QUESTION 10

Editing of fieldwork data ...

- 1 is only conducted by the researcher at the central office.
- 2 does not involve checking for inconsistent answers.
- 3 accepts non-compliance with sample criteria.
- 4 is the critical scrutiny of each questionnaire.

SEMESTER 2- ASSIGNMENT 01 – COMPULSORY – Must be submitted to gain examination entry

When completing the mark reading sheet **or** submitting this assignment via *myUnisa*, be sure to use the correct **unique number** as detailed below:

| Semester | Due date | Unique number |
|----------|------------|---------------|
| 2 | 03/09/2015 | 579950 |

This assignment consists of ten multiple-choice questions. Each question is worth one mark and your mark out of ten will be converted to a percentage. Refer to section 8 of this tutorial letter for information on the submission of assignments.

QUESTION 1

Read the “First for Women” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. Applied Marketing Cases. Cape Town: Juta) before you attempt to answer the following question.

True or false: “First for Women has partaken in quantitative research activities in the past”?

- 1 true
- 2 false

QUESTION 2

Read the “First for Women” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. Applied Marketing Cases. Cape Town: Juta) before you attempt to answer the following question.

First for Women conducts focus groups on a continuous basis with women in order to get a better understanding of their needs and expectations. Focus groups are an example of ... research.

- 1 qualitative
- 2 quantitative
- 3 descriptive
- 4 causal

QUESTION 3

Read the “8ta” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. Applied Marketing Cases. Cape Town: Juta) before you attempt to answer the following question.

Before Telkom entered the South African mobile market as 8ta, they had to partake in extensive research activities. They looked at various past financial statements and statistics of its direct competitors – Vodacom, MTN and Cell C, as well as census information about their possible target consumers. This is an example of ...

- 1 external data sources.
- 2 primary data sources.
- 3 internal data sources.
- 4 pooled data sources.

QUESTION 4

Read the "2Stroke" case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. *Applied Marketing Cases*. Cape Town: Juta) before you attempt to answer the following question.

2Stroke has created an e-mail marketing campaign to celebrate its 35th anniversary and also to increase sales. However, 2Stroke is aware of the fact that it needs to consider certain challenges that goes hand-in-hand with e-mail marketing. Which one of the following is **NOT** a challenge that 2Stroke has to worry about?

- 1 maintaining audience's interest in the promotion
- 2 disenchanting customers who had specific requirements and weren't interested in the promotion
- 3 quick and convenient customer responses
- 4 inundating customers with junk e-mail and numerous requests on a daily basis

QUESTION 5

In an extensive marketing information system, sales reports can be classified as part of the ...

- 1 internal reporting subsystem.
- 2 marketing intelligence subsystem.
- 3 statistical subsystem.
- 4 marketing research subsystem.

QUESTION 6

Complete the following statement: The advantage of formulating the research problem as a question is that the problem is ...

- 1 stated directly.
- 2 clearly defined.
- 3 stated objectively.
- 4 clearly formulated.

QUESTION 7

Research design refers directly to the research ...

- 1 problem.
- 2 objectives.
- 3 planning.
- 4 collection.

QUESTION 8

The primary purpose of the research report is to communicate the research findings in an understandable and scientific manner to decision makers. In so doing the report should meet the criteria of completeness. This means that ...

- 1 the report should cover all the objectives set out in the initial brief and provide the readers with all the information required in a language they understand.
- 2 the information in the report should be correct.
- 3 the phrasing in the report should be precise and understandable.
- 4 the report should be complete, in the sense that it can stand alone without any additional clarification.

QUESTION 9

Which option is correct regarding the comparing of a sample survey with a census survey for the same population?

- 1 A sample survey is less accurate than a census survey.
- 2 A sample survey takes more time.
- 3 A sample survey costs less.
- 4 A sample survey is less practical.

QUESTION 10

Assigning numbers or labels to people or things, in accordance with specific rules to represent quantities or qualities of attributes are known as ...

- 1 scaling.
- 2 rules.
- 3 measurements.
- 4 questionnaire design.

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| SEMESTER 2- ASSIGNMENT 02 – COMPULSORY – contribute to your year mark |
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When completing the mark reading sheet **or** submitting this assignment via *myUnisa*, be sure to use the correct unique number as detailed below:

| Semester | Due date | Unique number |
|----------|------------|---------------|
| 2 | 01/10/2015 | 580427 |

This assignment consists of ten multiple-choice questions. Each question is worth one mark and your mark out of ten will be converted to a percentage. Refer to section 8 of this tutorial letter for information on the submission of assignments.

QUESTION 1

Read the “Bio-Strath” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. AppliedMarketing Cases. Cape Town: Juta) before you attempt to answer the following question.

To which step the sampling process does the following scenario refer to? “Bio-Strath is targeting new consumers within the core target market, namely women aged 25–49 in the LSM group 7–10, with the emphasis on white, coloured and Indian consumers.”

- 1 step 1
- 2 step 2
- 3 step 4
- 4 step 5

QUESTION 2

Read the “Bio-Strath” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. AppliedMarketing Cases. Cape Town: Juta) before you attempt to answer the following question.

Bio-Strath indicated that their campaign objective was to increase the average monthly sale by 40% during and immediately after the campaign, with a realistic settling to a new monthly average 25–30% higher than the 12 months prior to the campaign. This is refers to ...

- 1 scientific research.
- 2 frequency distribution.
- 3 biased research.
- 4 measures of tendency.

QUESTION 3

Read the “Clover Tropika” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. AppliedMarketing Cases. Cape Town: Juta) before you attempt to answer the following question.

Tropika indicated that the black middle class has grown by 30% in just over a year and its collective spending power has risen from R120 billion to R180 billion. The class comprise predominantly the youth – 50% of its members were between the ages of 16 and 24. This is an example of ... research.

- 1 primary
- 2 qualitative
- 3 secondary
- 4 quantitative

QUESTION 4

Read the "Clover Tropika" case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. *Applied Marketing Cases*. Cape Town: Juta) before you attempt to answer the following question.

Tropika conducted research in 2007 which was qualitative in nature. The purpose of this research was to define the current brand image of Tropika among its core market in order to determine the relevance and current appeal of its communication platform. What type of qualitative method did Tropika make use of?

- 1 questionnaires
- 2 observations
- 3 in-depth interviews
- 4 focus groups

QUESTION 5

A body of facts in a format suitable for decision making is known as ...

- 1 information.
- 2 data.
- 3 theory.
- 4 knowledge.

QUESTION 6

"It restricts the extent of the marketing research investigation and determines the research project's direction." This statement refers to ...

- 1 a tentative solution to the marketing problem.
- 2 the marketing manager's opinion.
- 3 the identification of the research objectives.
- 4 how the research will be conducted.

QUESTION 7

The advantage of an oral presentation of the research report is that ...

- 1 no one will be negative about the content.
- 2 preparation time will be minimal.
- 3 it can facilitate the interpretation of results.
- 4 it is easy and quick to complete.

QUESTION 8

Which statistical technique will you use to achieve the following research objective?

You wish to determine if age, gender and geographical location determine the average value of purchases per month for Edgars club card members.

- 1 correlation
- 2 regression
- 3 factor analysis
- 4 cluster analysis

QUESTION 9

Data categorising where raw data is converted into symbols, usually numbers, which are entered into a computer and tabulated are known as ...

- 1 coding.
- 2 check backs.
- 3 editing.
- 4 cleaning.

QUESTION 10

Reaching the desired marketing research results involves training of fieldworkers. Training involves ...

- 1 providing a training manual and class and field training.
- 2 good interpersonal relations and language proficiency.
- 3 communication and responsibility.
- 4 emotional control and adaptability.

ASSIGNMENT 03 – SELF-EVALUATION – NOT TO BE SUBMITTED

Note that the assignment question below is a good example of a typical examination question and should be used as such in your preparation for the examination. As a general guideline, we suggest that you write approximately four pages (depending on your handwriting) per 25 mark question. Do not expect a high mark if you do not produce the correct volume and content, or do not apply the theory in a practical way. Guidelines for answering this assignment have been provided directly following the question.

Question 1

Read the “VITAL HEALTH FOODS” case study in the case study book (Drotsky, A & Van Heerden, CH. 2013. Applied Marketing Cases. Cape Town: Juta). You are appointed as a researcher in the marketing department of Vital Health Foods. The company is interested in growing its service to households over the next three years.

- a) Formulate a research objective to address the above scenario. (8)
- b) Your project was designed to be economically viable and practically feasible, so it was decided to implement the research project. The next stage of your project is to collect data. Identify secondary data sources and indicate what type of information you would be able to collect from each. (10)

Suggested guidelines for answering question 1 a)

Formulate a research objective.

General

Always begin your essay with a title (e.g. "Research objective ") and structure it by means of headings and subheadings.

Chapter 3 & 4 in your prescribed book and unit 4 & 5 of the study guide provide you with necessary theoretical background to answer this question

Introduction

Start your answer with an appropriate introduction. Introduce the reader to Dawn Wing by providing a short background to the company and what they plan to growing its service to households over the next three years. (1 mark theory, 1 mark application to scenario)✓✓

Research objectives

The research objectives give a broad indication of what is to be accomplished by doing the research. In practice, the research objectives will largely correspond with the information required to solve the problem or utilise the opportunity. An answer must be found to the question: “What is the purpose of the marketing survey?” (1 mark theory, 1 mark application to scenario)✓✓

Examples of research objectives that Vital Health Foods can formulate are: to determine

- the extent to which households make use of health products (1 mark application)✓
- the type of health foods that households expect from retail outlet (1 mark application)✓

Conclusion

End your question with an appropriate recommendation for Dawn Wing. You could, for example, suggest that they continue to plan the research project. (1 mark theory, 1 mark application to scenario)✓✓

Suggested guidelines for answering question 1 b)

Your project was designed to be economically viable and practically feasible, so it was decided to implement the research project. The next stage of your project is to collect data. Identify secondary data sources and indicate what type of information you would be able to collect from each.

General

Always begin your essay with a title (e.g. "Research objective ") and structure it by means of headings and subheadings.

The chapter on secondary data in your prescribed book and unit 6 of the study guide provide you with necessary theoretical background to answer this question

Introduction

Start your answer with an appropriate introduction. Introduce the reader to Vital Health Food by providing a short background to the company and its planned research. (1 mark theory, 1 mark application to scenario)✓✓

Secondary data sources

Internal or in-house secondary data is generated by the enterprise for which the research project is undertaken and includes data obtained from, among other things, invoices, sales reports, financial analyses and past research surveys. Internal secondary data is collected by the enterprise in the course of its normal business transactions. It is not collected to solve the specific marketing problem. (1 mark theory)✓

Examples of internal secondary data sources that Vital Health Food could utilise are:

Sales invoices ✓

- Customer name
- Address
- Class of product/service sold
- Price by unit
- Salesperson
- Term of sales
- Shipment point

Accounts receivable reports ✓

- Customer name
- Type of product purchased
- Total unit and rand sales
- Customer as percentage of sale
- Customer as percentage of regional sales
- Profit margin
- Credit rating
- Items returned and reason for return

Quarterly sales reports ✓

Total rand and unit sales in terms of:

- customer – geographic segment
- customer segment – sales territory
- product – sales rep
- product segment
- total sales against planned objective
- total sales against budget
- total sales against prior sales
- actual sales percentage increase/decrease
- contribution trends

Sales activity reports ✓

- Classification of customer account (mega, large, medium small)
- Available rand sales potential
- Current sales penetration
- Existing bids/contracts by customer location

Other sources ✓

- Customer letters – general satisfaction/dissatisfaction data
- Customer comment cards – overall performance data
- Mail order forms – customer name, address, items purchased, quality, cycle time of order
- Credit application – full detailed biography
- Salesperson expense reports – sales activity
- Employee exit interviews – general internal satisfaction/dissatisfaction data, internal company performance
- Warranty cards – sales volume, names, addresses, items purchased, reason for product returns
- Past marketing research studies – a variety of data pertaining to the situation in which the marketing research was conducted
- Internet-derived information – customer registration information, tracking, web site visits, e-mail correspondence

Conclusion

End your question with an appropriate recommendation for Vital Health Food. You could, for example, suggest that the past two years documentation be used in the investigation. (1 mark theory, 1 mark application to scenario)✓✓

Should you have any problems in answering any of the above questions, do not hesitate to contact your lecturer for the subject

Bibliography

Wiid, JA & Diggines, CN (eds). 2013. *Marketing research 2nd ed.* Cape Town: Juta.
 Cant, MC & Machado, R (eds). 2010. *Marketing success stories.* 7th edition. Cape Town: Oxford University Press.

University of South Africa. Department of Marketing and Retail Management. 2014. *Marketing Research: Only Study Guide for MNM3702.* Pretoria.

APPENDIX B – ADDITIONAL READING LIST

When studying this module, you are encouraged to read further than just the prescribed book. To help you, we shall give you the names of some websites you should visit and South African magazines that you should read – these are listed below.

Books

There are numerous books available on the market and you can, for the time being, consult your local bookstore and the Unisa library. You might want to consider the following books:

- Cant, MC, Gerber-Nel, C, Nel, D & Kotze, T. 2005. *Marketing research*. 2nd edition. Cape Town: New Africa Books.
- Cooper, DR & Schindler, PS. 2006. *Marketing research*. New York: McGraw-Hill.
- Tustin, DH, Ligthelm, AA, Martins, JH & Van Wyk, H de J. 2005. *Marketing research in practice*. Pretoria: Unisa.
- Zikmund, WG, Carr, JC, Griffen, M. 2010. *Business research methods*. 8th edition. Mason, OH: South-Western Cengage Learning.

Websites

I have tried to provide a number of hyperlinks to useful websites that are relevant to this module. Please visit these websites and browse through their content and try to learn more about this topic. The wider you read, the more you will benefit from this module.

- www.marketingweb.co.za
- www.themarketingsite.com
- www.marketingpower.com (the American marketing association)
- www.marketingprofs.com
- www.Bizcommunity.com (South Africa's leading advertising, marketing and media resources for the industry)
- <http://hbswk.hbs.edu/topics/marketing.html> (Harvard business school)

Please note: The dynamic nature of the web means that, by the time you try to use these links, some of them may no longer exist. I suggest that you then do a search of Google (<http://www.google.com>), using the terms “customer service” or “service excellence” (for example). Please note: Wikipedia is not an accepted academic source.

Periodicals and journals

Besides the additional books identified above, you may also use any other books on marketing and retailing when studying the module. Students are encouraged to read articles from journals and other credible sources, including articles in newspapers (eg *Saturday Star*) and business magazines (eg *Marketing Mix* and *Financial Mail*). You are also encouraged to search the internet for information. Conduct searches for marketing-related sites and visit the websites of successful companies to gain some insight into their operations and what makes them successful. Do not limit yourself to only a few books in your research. It is essential that you consult a variety of different sources to ensure that you develop a detailed and well-rounded knowledge of the subject.

Some of the following journals are available in the Unisa collection and can be accessed for more insight into the field of customer service:

- *Journal of Business Research*
- *Journal of Marketing Research*
- *Journal of Business Strategy*
- *Journal of Marketing Practice: Applied Marketing Science*
- *Marketing Intelligence and Planning*