**Assignment Remit**

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| **Programme Title** | MSc Marketing | | |
| **Module Title** | Research and Analysis in Marketing | | |
| **Module Code** | 07 37284 | | |
| **Assignment Title** | Quantitative Data Analysis | | |
| **Level** | M | | |
| **Weighting** | 25% | | |
| **Lecturers** | Dr Amin Nazifi | | |
| **Hand Out Date** | 06/03/2023 | | |
| **Start of Submission Window & Time** | 24/04/2023 | **12pm** | |
| **End of Submission Window/Due Date & Time** | 10/05/2023 | **12pm** | |
| **Feedback Post Date** | See Canvas | | |
| **Assignment Format\*** | Other | | |
| **Assignment Length** | 1,000 words | | |
| **Submission Format** | Online | | Individual |

\*See details below for the assignment format requirements.

**Quantitative Data Analysis Report**

The 25% of the module will be determined through a quantitative data analysis assignment.

The word limit is 1,000 (no leeway).

The submission deadline is **12.00 noon on Wednesday, 10th May**.

For this assignment, you need to be familiar with the quantitative data analysis techniques and procedures covered in the module including using SPSS software and you also need to do your own independent reading. The reading list is provided in the next page. This list is also accessible by Canvas or ResourceLists@Bham service.

**Assessment Rationale:**

The Quantitative Data Analysis Assignment is designed to:

* Encourage you to start thinking about the dissertation process.
* Examine your understanding of the quantitative data analysis techniques taught in the module.
* Examine your skills in applying the relevant quantitative data analysis techniques through SPSs software.
* Communicate and present research findings effectively in writing.

**Marking Criteria**

The qualities the individual assignment will be marked on are outlined in the table below.

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| 70% + | Excellent grasp of different quantitative data analysis including univariate, bivariate and multivariate data analysis techniques. Demonstration of mastery of statistical analysis with SPSS software for understanding data, selecting, and running appropriate test(s) for each task, generating outputs and succinctly presenting the key results. Fully completes tasks set in the assignment guidelines, with clear presentation of results and convincing arguments throughout the assignment. There is an exceptional standard of writing and communication, a clear, logical structure, no irrelevant material. |
| 60-69% | Very good grasp of different quantitative data analysis including univariate, bivariate and multivariate data analysis techniques. Demonstration of very good understanding of statistical analysis with SPSS software. Completes the main tasks set in the assignment guidelines. At times, however, there are a couple of errors in selection of tests and/or interpretation of results, the line of argument is not entirely clear and suffers from inadequate or inconsistent explanation. Very good standard of writing and structure. |
| 50-59% | Good grasp of different quantitative data analysis including univariate, bivariate and multivariate data analysis techniques. Demonstration of familiarity with statistical analysis with SPSS software. Completes the main tasks set in assignment guidelines, though there is a tendency to not identify the key results for reporting and instead copy and pasting the entire SPSS outputs. There are a number of errors in selection of tests and/or interpretation of results, the line of argument is not entirely clear and suffers from inadequate or inconsistent explanation. Good standard of writing and structure. |
| Fail  40-49% | Provides some evidence of grasping different quantitative data analysis including univariate, bivariate and multivariate data analysis techniques. Insufficient familiarity with statistical analysis with SPSS software.  Not all tasks set are completed and those that are tackled are addressed inadequately. Confused line of argument and no clear logic. Weak presentation and structure. |
| <39% | Little evidence of grasping different quantitative data analysis including univariate, bivariate and multivariate data analysis techniques. Lack of familiarity with statistical analysis with SPSS software. Insufficient or misinterpreted views about the appropriate tests and/or interpretation of results. Disorganised. The work presented is irrelevant to the assignment guidelines. Major and many errors in presentation and structure. |

**Policy on late assignments**:

Assignments submitted after the deadline will be penalised according to the Business School Guidelines unless application for an extended deadline has been made and approved beforehand.

**Plagiarism:**

Plagiarism is unacceptable. Please familiarise yourself with the university’s guidance on plagiarism:

<https://intranet.birmingham.ac.uk/as/registry/policy/conduct/plagiarism/guidance-students.aspx>.