MKTG202
Marketing Research
D1 2012

Marketing and Management

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General Information

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Contact via claudius.singh@mq.edu.au

Unit Convenor
Hume Winzar
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Contact via hume.winzar@mq.edu.au
E4A 633
Mondays: 2:00pm to 4:00pm or by appointment

Credit points
3

Prerequisites
MKTG101 and (STAT122 or STAT170 or STAT171 or PSY122)

Corequisites

Co-badged status

Unit description
This unit teaches students to review the quantitative research techniques acquired in earlier units and introduces some qualitative methods. The purpose of the unit is to concentrate on the application of research techniques to problems confronting marketing managers in strategic and operational situations. While the emphasis is on applications, students will be expected to be able to appreciate the differences in techniques and to be able to select appropriate methodologies that will produce relevant information sets for decision making. The focus will be on placing research methodology into a decision-making context.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/
Learning Outcomes

1. Understand the need for, and uses of, marketing research.
2. Understand and design many of the various data-gathering techniques relevant for marketing decisions.
3. Understand and design processes involved in transforming raw data to usable marketing information.
4. Critical evaluation of research methods and reporting.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Research Report</td>
<td>30%</td>
<td>Week 4, 7, 12</td>
</tr>
<tr>
<td>Peer Assessment Tasks</td>
<td>8%</td>
<td>Weeks #5, #8,</td>
</tr>
<tr>
<td>In-Class Quiz</td>
<td>15%</td>
<td>Week 9</td>
</tr>
<tr>
<td>PeerWise</td>
<td>7%</td>
<td>Weekly</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

Group Research Report

Due: **Week 4, 7, 12**
Weighting: **30%**

**Submission**

Online submission in three parts:

1. Progress report A: Results of Qualitative Research exploratory study
2. Progress report B: Plan for Quantitative Survey study
3. Final report: Integrated complete report as for a client

**Extension:**

None permitted

**Penalties**

Zero for late submission of progress reports, standard penalty for late submission of Final report.
What is required to complete the unit satisfactorily

This Assessment Task relates to the following Learning Outcomes:

• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.

Peer Assessment Tasks
Due: **Weeks #5, #8,**
Weighting: **8%**

Peer Assessment of Progress Reports requires students to evaluate other groups' progress reports and offer suggestions for improvement.

In-Class Quiz
Due: **Week 9**
Weighting: **15%**

Online quiz, in tutorial period.

This Assessment Task relates to the following Learning Outcomes:

• Understand the need for, and uses of, marketing research.
• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Critical evaluation of research methods and reporting.

PeerWise
Due: **Weekly**
Weighting: **7%**

PeerWise as a place for you to create, share and evaluate assessment questions with your classmates. Start by visiting PeerWise.

This Assessment Task relates to the following Learning Outcomes:

• Understand the need for, and uses of, marketing research.
• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Critical evaluation of research methods and reporting.

Final Examination
Due: University Examination Period
Weighting: 40%

A combination of Short-Answer and MCQ designed to test your understanding of all parts of the unit.

Examination conditions

What is required to complete the unit satisfactorily

This Assessment Task relates to the following Learning Outcomes:
• Understand the need for, and uses of, marketing research.
• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Critical evaluation of research methods and reporting.

Delivery and Resources

Classes
• 3 hours face-to-face teaching per week consisting of for example; 1 x 2-hour lecture and 1 x 1-hour tutorial/lab
• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Required and Recommended Texts and/or Materials

Prescribed text:

Recommended texts:

These texts can be purchased from the Macquarie University Co-op Bookshop. They are also available in the Macquarie Library.

**Technology Used and Required**

• Students will need to have access to a personal computer, with access to the Internet and word processor software.
• In laboratories, we will use MS-Word, MS-Excel, and SPSS statistical software.

**Unit Web Page**

• The web page for this unit can be found at: iLearn [http://ilearn.mq.edu.au](http://ilearn.mq.edu.au)
• All announcements and resources will be available on the web site. Resource materials include lecture slides, practice questions, case studies and practice exam questions for both the within-semester and final exams. There is also a forum for student interaction and contact with faculty. You should consult the course Website several times per week for messages and updates.

**Learning and Teaching Activities**

This unit is taught using lectures and tutorials.

• Lectures serve to highlight key topics and elaborate on important or difficult topics. They are not a summary of, or a substitute for, the textbook or other resources.
• Tutorials serve to give students practice in applying concepts and developing skills in critical and logical thinking, information gathering and analysis.

Students are expected to read in advance of lectures, and participate in all lecture presentations. There is also an applied marketing research project assisting students to apply concepts introduced in course to the marketing environment. This will be introduced within the lecture presentations.

**Unit Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes/ tutorial activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Course introduction</td>
<td>Ch. 1, 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The research process</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Aiming for the Goal: the Research Report

**Exploratory research and qualitative analysis**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Introduction and group formation. Observation and interview techniques.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ch. 16, 2, 4</td>
<td></td>
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</tbody>
</table>

## Survey Research techniques

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Online questionnaire, Interviews &amp; Focus Groups</th>
</tr>
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<tbody>
<tr>
<td>Ch. 5 &amp; 6</td>
<td></td>
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</tbody>
</table>

## Survey Methods

**Experimental Research & Test Marketing**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Starting with Qualtrics Progress Report (A, Qualitative findings) due Friday, 24 August.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ch. 4, 7, 8</td>
<td></td>
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</tbody>
</table>

## Measurement Issues

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Peer assessment of Progress Report in tutorials.</th>
</tr>
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<tbody>
<tr>
<td>Ch. 1 - 8</td>
<td></td>
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</tbody>
</table>

## Questionnaire Design

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Linking research questions and hypotheses with measurement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ch. 9 &amp; 16</td>
<td></td>
</tr>
</tbody>
</table>

## Sampling

**Editing & coding**

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Progress Report (B, Questionnaire draft) due Friday, 27 April.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ch. 10 &amp; 11</td>
<td></td>
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</tbody>
</table>

### Semester Break

## No Lecture this week: Labour Day Holiday

<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Ch. 4 – 11</td>
<td></td>
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</tbody>
</table>

## Data Analysis

<table>
<thead>
<tr>
<th>Chapter</th>
<th>In-Class Quiz in tutorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ch. 12 &amp; 13</td>
<td></td>
</tr>
</tbody>
</table>

## Data Analysis (cont.)

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Univariate statistics: Qualtrics output Summarising data with SPSS and Excel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ch. 13 &amp; 14</td>
<td></td>
</tr>
</tbody>
</table>

## Data Analysis (cont.)

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Bivariate statistics in SPSS.</th>
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</thead>
<tbody>
<tr>
<td>Ch. 15 &amp; 16</td>
<td></td>
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</tbody>
</table>
Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail
Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

• Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
• Personal assistance with your learning & study related questions.
• The Learning Help Desk is located in the Library foyer (level 2).
• Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service

Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

Equity Support

Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.
IT Help

If you wish to receive IT help, we would be glad to assist you at [http://informatics.mq.edu.au/help/](http://informatics.mq.edu.au/help/).

When using the university’s IT, you must adhere to the [Acceptable Use Policy](http://informatics.mq.edu.au/help/). The policy applies to all who connect to the MQ network including students and it outlines what can be done.

**Graduate Capabilities**

**Creative and Innovative**

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

**Learning outcome**

- Understand and design many of the various data-gathering techniques relevant for marketing decisions.

**Commitment to Continuous Learning**

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

**Learning outcome**

- Understand the need for, and uses of, marketing research.

**Assessment task**

- Group Research Report

**Engaged and Ethical Local and Global citizens**

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:
Learning outcome

• Understand the need for, and uses of, marketing research.

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

• Understand the need for, and uses of, marketing research.
• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Critical evaluation of research methods and reporting.

Assessment tasks

• Group Research Report
• In-Class Quiz
• Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Critical evaluation of research methods and reporting.
Assessment tasks

• Group Research Report
• PeerWise
• Final Examination

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcome

• Understand the need for, and uses of, marketing research.

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

• Understand the need for, and uses of, marketing research.
• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Critical evaluation of research methods and reporting.

Assessment tasks

• Group Research Report
• In-Class Quiz
• PeerWise
• Final Examination
Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

**Learning outcomes**

- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Understand and design processes involved in transforming raw data to usable marketing information.
- Critical evaluation of research methods and reporting.

**Assessment tasks**

- Group Research Report
- PeerWise
- Final Examination

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

**Learning outcomes**

- Understand the need for, and uses of, marketing research.
- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Critical evaluation of research methods and reporting.

**Assessment task**

- Group Research Report
Research and Practice

- This unit uses research by Macquarie University researchers (Zikmund et al., 2011 and other resources on BlackBoard).
- This unit uses research from external sources (Zikmund et al., 2011 and other resources on iLearn).
- This unit gives you opportunities to conduct your own research.