MKTG805
Applied Marketing Research
S1 Day 2015
Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor
Cathy Xu
cathy.xu@mq.edu.au
Contact via cathy.xu@mq.edu.au
Room 208, E4A Building
Tuesday 1:00pm - 3:00pm

Yang Yang
yang.yang@mq.edu.au

Credit points
4

Prerequisites
BUS651 or MKTG696

Corequisites

Co-badged status

Unit description
This unit exposes students to innovative and established techniques used by marketing professionals and research consultants to measure consumers’ attitudes, preferences and behaviours. At the end of the unit students will be able to design and carry out research projects, critically evaluate research proposals, and evaluate research results so that they are useful for business practice.

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 role of marketing research in marketing management and the information system in practice.

2. Understand and capable of evaluating the use of a range of research strategies, data collection and data analysis methods.

3. Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
4. Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.

5. Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.

6. Aware and capable of addressing the ethical issues in marketing research practices.

General Assessment Information

Project instructions and marking guides will be available on iLearn from Week 2.

If you experience disruptions that adversely affect your academic performance in assessment activities, please see the universities Disruption to Studies Policy.


Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>15%</td>
<td>Week 4&amp;12 in class</td>
</tr>
<tr>
<td>Project Part A Plan &amp; Explore</td>
<td>30%</td>
<td>Week 4&amp;6 in class</td>
</tr>
<tr>
<td>Project Part B - Report</td>
<td>30%</td>
<td>Week 11 in class &amp; Turnitin</td>
</tr>
<tr>
<td>Final Examination</td>
<td>25%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

Participation

Due: **Week 4&12 in class**

Weighting: **15%**

This assessment is designed to develop your project management skills and provide an opportunity of peer interaction and support. This assessment involves two specific tasks:

- **Task 1 Progress Journal (10%)** - To individually prepare a project journal briefly recording your own progress/milestones on a fortnight basis from Week 2. This journal will be randomly checked in tutorials and to be submitted in hard copy in **Week 12 tutorial**;

- **Task 2 Participation (5%)** - To play the role of a client in **Week 4 tutorial**, questioning and commenting on peer students’ presentation of research proposal as assigned;

More detailed project instructions will be provided on iLearn and discussed in class.

No extensions will be granted. Students who have not attended/commented on the peer presentation (Task 2) as scheduled or not submitted the hard copy of journal (Task 1 10%) prior
to the deadline will be awarded a mark of 0 for the task respectively, except for cases in which an application for Disruption of Studies is made and approved.

This Assessment Task relates to the following Learning Outcomes:

- Understand and capable of evaluating the use of a range of research strategies, data collection and data analysis methods.
- Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.

**Project Part A Plan & Explore**

Due: **Week 4&6 in class**  
Weighting: **30%**

Through completing this assessment you will gain hands-on experience of research design, proposal presentation and exploratory research. The task will also develop your capability of evaluating the use of different research approaches and methods within a chosen marketing context. Students will work in group (or individually depending on the class size which is to be advised in Week 1). This assessment will involve two major tasks:

- **Task 1 Research Proposal (15%)**: Students to identify and define a research problem to be addressed, based on which a research plan is to be proposed as if you are a marketing research agency pitching to a potential client. This research proposal will be **presented and discussed** with your client (a group of peer students) in **Week 4 tutorial**. Meantime, a **hard copy** of the research proposal is to be handed in **Week 4 tutorial**.

- **Task 2 Exploratory Research (15%)**: Based on the research proposal, you will then conduct exploratory research using qualitative methods such as in-depth interviews or focus groups to gain initial understanding of the research problem and thus develop a survey questionnaire for collecting quantitative data in the next stage of research project. A brief report of your exploratory research and the thereby drafted survey questionnaire is to be submitted in hard copy in **Week 6 tutorial**.

More detailed project instructions will be provided on iLearn and discussed in class.

No extensions will be granted. Students who have not task prior to the deadline will be awarded a mark of 0 for the task respectively, except for cases in which an application for Disruption of Studies is made and approved.

This Assessment Task relates to the following Learning Outcomes:

- Understand the role of marketing research in marketing management and the information system in practice.
• Understand and capable of evaluating the use of a range of research strategies, data collection and data analysis methods.
• Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
• Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
• Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.
• Aware and capable of addressing the ethical issues in marketing research practices.

Project PartB - Report

Due: **Week 11 in class & Turnitin**
Weighting: **30%**

This assessment is designed to develop students to further implement their research and towards the end independently prepare a report as the major output of the research project. The preparation of this research report will involve three key steps:

- **Step 1**: Transfer to Qualtrics (the online survey tool/platform we will use) for feedback in Week 7 tutorial, and finalise it afterwards;
- **Step 2**: Collect sufficient survey data as assigned in class and download collected data from Qualtrics for analysis using SPSS by Week 9;
- **Step 3**: Analyse data, compile outputs and write up report in light of research problem and research questions. Students should hand in a hard copy of the research report in **Week 11 tutorial AND** submit a word version soft copy through **Turnitin on iLearn** by the due time (12:00noon of the tutorial day). The final online questionnaire should be attached to the report;

More detailed project instructions will be provided on iLearn and discussed in class.

No extensions will be granted. Late submission will be accepted up to 72 hours after the submission deadline. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for Disruption of Studies is made and approved.

This Assessment Task relates to the following Learning Outcomes:
- Understand the role of marketing research in marketing management and the information system in practice.
Understand and capable of evaluating the use of a range of research strategies, data collection and data analysis methods.

Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.

Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.

Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.

Aware and capable of addressing the ethical issues in marketing research practices.

Final Examination

Due: University Examination Period

Weighting: 25%

This will be a close-book examination, consisting of a combination of MCQ and Short-Answer questions designed to test student understanding and application of all parts of the unit.

This Assessment Task relates to the following Learning Outcomes:

- Understand the role of marketing research in marketing management and the information system in practice.
- Understand and capable of evaluating the use of a range of research strategies, data collection and data analysis methods.
- Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
- Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
- Aware and capable of addressing the ethical issues in marketing research practices.

Delivery and Resources

Classes

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2-hour lecture and 1 x 1-hour tutorial in lecture theater or a computer lab as per unit schedule;
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au;
- Attendance will be market for both lectures and tutorials;
• **Warning:** Students must attend at least 10 of the 12 tutorials. Failure to do this may affect your final mark.

**Technology Used and Required**

- Please ensure that you have access to a personal computer so you are able to access internet, use word processing software and power point program that are required for preparation of assignments and presentations.
- Students will learn and exercise data analysis techniques with SPSS statistical software in a computer lab during some tutorials. You will also be able to access this software through ILab using university and personal computers.

**Unit Web Page**

- Course material is available on the learning management system (iLearn): http://ilearn.mq.edu.au.
- Students will find resources to assist their study on iLearn, such as lecture notes, practice questions and other resources. Please also check iLearn regularly for announcements.

**What is expected from students?**

To achieve the learning outcomes of this unit, students are expected to ...

- attend lectures and tutorials. The lecture sets the context for tutorial work and will also highlight the key concepts and skills that will form the basis upon which you will be assessed in assessment. Tutorials are not intended to provide you with the content presented in the textbook or to rehash the lecture but rather to build on this material to achieve better understanding of concepts developed in this Unit. Tutorials should be interactive, dynamic and fun! But it is ultimately up to you as a student to make your tutorials dynamic by coming prepared to contribute.
- participate in lecture and tutorial activities;
- read and prepare in advance for tutorials. If you have not prepared adequately, you will not benefit from the learning opportunities provided by a small class;
- arrive on time and not to leave until the class ends;
- treat other students with respect.
Required and Recommended Texts and/or Materials

Prescribed text:


Recommended resources:


These texts are available for purchase at the Macquarie University Co-op Bookshop. They can also be borrowed from the Macquarie Library.

**Unit Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Tutorial Activity &amp; Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24 February</td>
<td>Introduction to the unit and marketing research process</td>
<td>No tutorial for this week</td>
</tr>
<tr>
<td>2</td>
<td>3 March</td>
<td>Developing a research plan, incl. sampling and data collection methods overview</td>
<td>Class activities in lecture theatre (Beginning of the progress journal)</td>
</tr>
<tr>
<td>3</td>
<td>10 March</td>
<td>Qualitative research methods</td>
<td>Class activities in lecture theater</td>
</tr>
<tr>
<td>4</td>
<td>17 March</td>
<td>Survey questionnaire design and measurement issues</td>
<td>Students’ presentations/peer review of research proposal in lecture theater (Project Part A - Research proposal due)</td>
</tr>
<tr>
<td>5</td>
<td>24 March</td>
<td>Experimental research</td>
<td>Introduction to Qualtrics and SPSS in lab</td>
</tr>
<tr>
<td>6</td>
<td>31 March</td>
<td>Implementing a research project and ethical issues in marketing research</td>
<td>Data preparation and descriptive data analysis in lab (Project Part A - Exploratory research due)</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
<td>Additional Information</td>
<td></td>
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<td>--------------------------------------------------------</td>
<td>-------------------------------------------------------------</td>
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</tr>
<tr>
<td>3 - 17 April</td>
<td>Mid semester break (Students to set up online survey)</td>
<td></td>
<td></td>
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<tr>
<td>7 21 April</td>
<td>Data analysis and reporting overview</td>
<td>Project consultation – feedback on survey instrument on Qualtrics</td>
<td></td>
</tr>
<tr>
<td>8 28 April</td>
<td>Data analysis: T-test and ANOVA</td>
<td>T-test and ANOVA in lab</td>
<td></td>
</tr>
<tr>
<td>9 5 May</td>
<td>Data analysis: Correlation &amp; simple-regression</td>
<td>Correlation and regression analysis in lab</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Online data collection ends)</td>
<td></td>
</tr>
<tr>
<td>10 12 May</td>
<td>Data analysis: Multiple-regression</td>
<td>Multiple-regression analysis in lab</td>
<td></td>
</tr>
<tr>
<td>11 19 May</td>
<td>Data analysis: Factor analysis</td>
<td>Class activities in lecture theater</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>(Project Part B Report due)</td>
<td></td>
</tr>
<tr>
<td>12 26 May</td>
<td>Marketing research in practice</td>
<td>Class activities in lecture theatre</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Progress journal due)</td>
<td></td>
</tr>
<tr>
<td>13 2 June</td>
<td>Unit review and final examination briefing</td>
<td>Reflection and consultation in lecture theater</td>
<td></td>
</tr>
</tbody>
</table>

Note: Changes to this outline, if required, will be discussed in class and/or announced on iLearn.

**Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](http://mq.edu.au/policy/docs/). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Disruption to Studies Policy: The Disruption to Studies Policy is effective from March 3, 2014 and replaces the Special Consideration Policy.

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

**Student Code of Conduct**

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student_conduct/](https://students.mq.edu.au/support/student_conduct/)

**Results**

Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit [ask.mq.edu.au](http://ask.mq.edu.au).

**Student Support**

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](http://students.mq.edu.au/support/)

**Learning Skills**

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- [Academic Integrity Module for Students](http://mq.edu.au/learningskills)
- Ask a Learning Adviser

**Student Enquiry Service**

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

**Equity Support**

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

**IT Help**


When using the University’s IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.
Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

• Understand the role of marketing research in marketing management and the information system in practice.
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• Aware and capable of addressing the ethical issues in marketing research practices.

Assessment tasks

• Participation
• Project PartA Plan & Explore
• Project PartB - Report
• Final Examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

• Understand and capable of evaluating the use of a range of research strategies, data collection and data analysis methods.
• Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
• Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.

Assessment tasks
• Participation
• Project PartA Plan & Explore
• Project PartB - Report
• Final Examination

PG - Research and Problem Solving Capability
Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes
• Understand and capable of evaluating the use of a range of research strategies, data collection and data analysis methods.
• Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
• Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
• Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.

Assessment tasks
• Participation
• Project PartA Plan & Explore
• Project PartB - Report
• Final Examination

Changes from Previous Offering
This is a new unit, hence no previous offering is available for this unit.

Research and Practice
- This unit uses research from external sources
- This unit gives you opportunities to conduct your own research