Contents

General Information 2
Learning Outcomes 3
Assessment Tasks 3
Delivery and Resources 6
Unit Schedule 8
Policies and Procedures 9
Graduate Capabilities 12
Changes from Previous Offering 14
Global Contexts & Sustainability 14
Research and Practice 14

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General Information

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Unit guide  MKTG202 Marketing Research

Credit points
3

Prerequisites
MKTG101

Corequisites

Co-badged status

Unit description
The aim of this unit is to equip students with marketing research knowledge and skills. This unit reviews quantitative research techniques and introduces qualitative methods, as well as new and emerging research methods. The unit concentrates on the application of primary research techniques to problems confronting organisations in strategic and operational situations. While the emphasis is on applications, students will be expected to be able to evaluate different techniques and to be able to select appropriate methodologies that will produce relevant information for decision making. Thus, the focus is on placing research methodology into a marketing decision making context. In particular, the unit will develop graduate capabilities in problem solving and research.

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. Be capable of critically evaluating research methods and output reporting.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>40%</td>
<td>Weeks #4, #7, #12</td>
</tr>
<tr>
<td>Class test</td>
<td>10%</td>
<td>Weeks #6</td>
</tr>
<tr>
<td>Assessed Coursework</td>
<td>10%</td>
<td>Friday Midnight Week #10</td>
</tr>
</tbody>
</table>
Assignments

Due: **Weeks #4, #7, #12**

Weighting: **40%**

Submission

Online submission through iLearn in three parts:

1. Progress Report A (individually): 10% results of qualitative research - exploratory study
2. Progress Report B (by group): 10% proposal for quantitative survey study
3. Final Report (by group): 20% Integrated complete report as for a client. Topics, marking guides and templates are available on the unit site on iLearn

**Important note on Late Submission**

- No extensions will be granted for the Progress Report A (individual task) and B (group task). Students who have not submitted the tasks prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption of Studies is made and approved.
- No extensions will be granted to the Final Report (group task). 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.

No transfer of marks from these assessments to the final exam.

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.

Class test

Due: **Weeks #6**

Weighting: **10%**
In-class online test (Week 6), in tutorial period (10%).

Late Submission

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

• Students must finish all the iLearn weekly quizzes before week 6 tutorial to progress to the quiz link. Failure to do so will cause a individually-processed deferred quiz invigilated by unit convenor in another time.

No transfer of marks from this assessment to the final exam.

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.
• Be capable of critically evaluating research methods and output reporting.

Assessed Coursework
Due: Friday Midnight Week #10
Weighting: 10%

• PeerWise is a place for students to create, share and evaluate assessment questions with their classmates. This service is external to iLearn, and requires a separate log-in procedure.

• 10 marks are awarded for contribution to the PeerWise service by writing, answering, commenting, rating questions that are related with the theories and practices in marketing research. More details are provided on the unit website.

Late Submission

• No extensions will be granted for this PeerWise activities. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption of Studies is made and approved.
• Contents created by students are supervised and awarded with badges of appropriate types, which earns students up to 10 marks. Irrelevant questions and comments will be deleted by unit convenor.

No transfer of marks from these assessment tasks to the final exam.

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.
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• Be capable of critically evaluating research methods and output reporting.

Final Examination
Due: University Examination Period
Weighting: 40%

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

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.
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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 exercises
• 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</td>
<td>No tutorials this week.</td>
</tr>
<tr>
<td></td>
<td>Marketing Research</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Types of Data and Exploratory Research</td>
<td>Ch. 3, 4</td>
<td>Interviews &amp; Focus Groups</td>
</tr>
<tr>
<td>4</td>
<td>Survey Technique and Projective Method</td>
<td>Ch. 5, 6</td>
<td>Projective techniques</td>
</tr>
<tr>
<td></td>
<td><strong>Individual Task:</strong> Progress Report A</td>
<td></td>
<td>Qualitative Research Summary due in iLearn: Midnight Friday 25 Mar.</td>
</tr>
<tr>
<td>5</td>
<td>Causal Research and Experiment</td>
<td>Ch. 7</td>
<td>Print and bring your Progress Report A to tutorial for feedback.</td>
</tr>
<tr>
<td>6</td>
<td>Questionnaire Design</td>
<td>Ch. 8, 9</td>
<td>In-Class Quiz in tutorials: 5 - 7 Apr.</td>
</tr>
</tbody>
</table>

*Semester Break*
### 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:

- [Academic Honesty Policy](http://mq.edu.au/policy/docs/academic_honesty/policy.html)
- [Assessment Policy prior to Session 2 2016](http://mq.edu.au/policy/docs/assessment/policy.html)

### Class Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Chapter</th>
<th>Details</th>
</tr>
</thead>
</table>
| 7    | Sampling Technique | Ch.10 | Linking research questions and hypotheses with measurement.  
Group Task: Progress Report B  
- Quantitative Research Proposal is due in iLearn: Midnight Friday 29 Apr. |
| 8    | Data Editing & Coding | Ch.11 | Print and bring your Progress Report B to tutorial class for feedback.  
Univariate statistics: How can Qualtrics help showing the distribution? |
| 9    | Data Analysis Part I | Ch.12 | Summarising data with SPSS (data cleaning and coding before analysis) |
| 10   | Data Analysis Part II | Ch.13 | Univariate statistics: Qualtrics output PeerWise activities  
due midnight Friday, 20 May. |
| 11   | Data Analysis Part III | Ch.14 | Bivariate statistics in SPSS. |
| 12   | Data Analysis Part IV  
Review of semester to date. | Ch.15 | Multivariate statistics in SPSS.  
Group Project- Final Research Report due in iLearn: midnight Friday 25 May. |
| 13   | Examination Review and Preparation | All chapters | Exam preparation  
Q&A |
Grading Policy prior to Session 2 2016 [http://mq.edu.au/policy/docs/grading/policy.html]


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/]

**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).

**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/

Student Support

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

Learning Skills

Learning Skills (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
• Ask a Learning Adviser

Student Enquiry Service

For all student enquiries, visit Student Connect at 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

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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

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.
- Be capable of critically evaluating research methods and output reporting.

Assessment tasks

- Assignments
- Class test
- 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.
- Be capable of critically evaluating research methods and output reporting.
Assessment tasks

• Assignments
• Assessed Coursework
• Final Examination

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.
• Be capable of critically evaluating research methods and output reporting.

Assessment tasks

• Assignments
• Class test
• Assessed Coursework
• 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.
• Be capable of critically evaluating research methods and output reporting.

Assessment tasks

• Assignments
• Assessed Coursework
• Final Examination

Changes from Previous Offering

The following changes have been made since last offering in S2 2015:

1) The roles of teaching team are updated accordingly.
2) In Week 2-3, students will discuss on group base to determine their project topics (of Report A, B and the Final Report). More information will be provided in iLearn.
3) Timetable of weekly teaching activities has been update in accordance with the university calendar.

Global Contexts & Sustainability

• This unit enables students to understand the new generation consumers and their patterns, preferences, and behaviours in global marketing context in Internet era through the research project.
• Students are expected to attain higher level of awareness of sustainability by investigating into the characteristics, market size, profitability, potential, variation of market and lifelong value of consumer groups and understanding business's commitment to the protect consumer wellbeing, environmental and social benefits.

Research and Practice

• This unit uses research by Macquarie University researchers (Zikmund et al., 2014 and other resources on iLearn).
• This unit uses research from external sources (Zikmund et al., 2014 and other resources on iLearn).
• This unit gives you opportunities to conduct your own research and to refine your interest in consumer research or other contemporary marketing practices in different contexts.