



# MKTG202

## Marketing Research

S1 Day 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Hume Winzar

[hume.winzar@mq.edu.au](mailto:hume.winzar@mq.edu.au)

Contact via [hume.winzar@mq.edu.au](mailto: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 reviews the quantitative research techniques acquired in earlier units and introduces some qualitative methods. New and emerging research methods also are presented. The unit concentrates on the application of primary 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 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 <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

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

Name	Weighting	Due
<u>Assignment</u>	30%	Weeks #4, #8, #13
<u>Class test</u>	21%	Weeks #5, #7, #9
<u>Assessed Coursework</u>	9%	Weeks 2 3 5 6 9 10 11 12 13
<u>Final Examination</u>	40%	University Examination Period

### Assignment

Due: **Weeks #4, #8, #13**

Weighting: **30%**

Submission

Online submission through iLearn in three parts:

1. Progress report A: 5% Results of Qualitative Research exploratory study
2. Progress report B: 5% Plan for Quantitative Survey study
3. Final report: 20% 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.

Marking guides and templates are available on the unit site on iLearn.

On successful completion you will be able to:

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- Understand and design processes involved in transforming raw data to usable marketing information.

## Class test

Due: **Weeks #5, #7, #9**

Weighting: **21%**

- In-class exercises requiring students to review fellow students Progress Reports (Weeks 5 & 9) (3 marks each)
- In-class online quiz (Week 7), in tutorial period (15 marks).

As in-class exercises, it is impossible to grant an extension for these assessments. With prior arrangement, an alternative time may be found for a student to take the in-class quiz. In the case of demonstrated illness or exceptional circumstances the convenor may allocate marks for these exercises pro-rata with student performance in the final examination.

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- Critical evaluation of research methods and reporting.

## Assessed Coursework

Due: **Weeks 2 3 5 6 9 10 11 12 13**

Weighting: **9%**

- **PeerWise** as a place for you to create, share and evaluate assessment questions with your classmates. Start by visiting [PeerWise](#).
- *(This service is external to iLearn, and requires a separate log-in procedure.)*
- Students will write and answer quiz questions in the nominated weeks. Students are assessed on the number of questions posted and answered each week, and the quality of those questions posted. Details are on iLearn.
- No extension is permitted for each submission period.

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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 and application of all parts of the unit.

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- 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
- 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:

- Cengage Bundle: Zikmund, D'Alessandro, Winzar, Lowe & Babin (2014) ***Marketing Research: 3rd*** Cengage: ISBN-10: 0170236021 ISBN-13: 9780170236027

### Recommended texts:

- Kirkpatrick, L.A. (2011), ***A Simple Guide to IBM SPSS® for Version 20.0, 12ed.*** Cengage: ISBN-10: 1285086015
- Emerson, L. (2013), ***Writing Guidelines for Business Students, 5ed.*** Cengage: ISBN-10: 0170216381

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>
- 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.

## Changes since the Last Offering of this Unit

One minor change has been made to this unit since S2 2013: The relative weights of assessment items has changed, with two additional marks for PeerWise contribution and two less for the in-class activities.

## Unit Schedule

Week	Topic	Reading	Notes/ tutorial activities
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1	Course introduction The research process	Ch. 1, 3	No tutorials this week.
2	Aiming for the Goal: the Research Report Exploratory research and qualitative analysis	Ch. 16, 2, 4	Introduction and group formation. Observation and interview techniques. <b>PeerWise submission #1: Sunday 16 March.</b>
3	Survey Research techniques	Ch. 5 & 6	Interviews & Focus Groups <b>PeerWise submission #2: Sunday 23 March.</b>
4	Survey Methods Experimental Research & Test Marketing	Ch. 4, 7, 8	Projective techniques <b>Progress Report A (Findings of Qualitative Research) due: Midnight Friday 28 March.</b>
5	Measurement Issues	Ch. 1 – 8	<b>Peer assessment of Progress Report A in tutorials.</b> <b>PeerWise submission #3: Sunday 23 March.</b>
6	Questionnaire Design	Ch. 9 & 16	Linking research questions and hypotheses with measurement. <b>PeerWise submission #4: Sunday 13 April.</b>
	<b>Semester Break</b>		
7	Sampling Editing & coding	Ch. 10 & 11	<b>In-Class Quiz in tutorials: 1-2 May.</b>
8	Data preparation	Ch. 4 – 11	Data extraction and cleaning in Qualtrics <b>Progress Report B (Quantitative Research Plan) due: Midnight Friday 9 May.</b>
9	Data Analysis	Ch. 12 & 13	<b>Peer assessment of Progress Report B in tutorials.</b> <b>PeerWise submission #5: Sunday 19 May.</b>
10	Data Analysis (cont.)	Ch. 13 & 14	Univariate statistics: Qualtrics output Summarising data with SPSS and Excel <b>PeerWise submission #6: Sunday 25 May.</b>
11	Data Analysis (cont.)	Ch. 15 & 16	Bivariate statistics in SPSS. <b>PeerWise submission #7: Sunday 1 June.</b>
12	Data Analysis (cont.) Review of semester to date.	Ch. 9 – 16	Multivariate statistics in SPSS. <b>PeerWise submission #8: Sunday 8 June.</b>

13	Examination preparation	Group Project Final Research Report due: Midnight Friday 13 June. PeerWise submission #9: Sunday 15 June.
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## 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:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *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/)

## 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](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](#)
- [Ask a Learning Adviser](#)



## Student Services and 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.

## Student Enquiries

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

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/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

### 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

- Assignment
- 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.
- Critical evaluation of research methods and reporting.

### Assessment tasks

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## 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.
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### Assessment tasks

- Assignment
- 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.
- Critical evaluation of research methods and reporting.

### Assessment tasks

- Assignment
- Assessed Coursework
- Final Examination

## 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.