



MKTG805

Applied Marketing Research

S1 Day 2017

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Policies and Procedures</u>	7
<u>Graduate Capabilities</u>	8
<u>Changes from Previous Offering</u>	9
<u>Global contexts & Sustainability</u>	9
<u>Research and Practice</u>	10
<u>Changes since First Published</u>	10

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Vida Siahtiri

vida.siahtiri@mq.edu.au

Yang Yang

yang.yang@mq.edu.au

Credit points

4

Prerequisites

BUS651 or MKTG696

Corequisites

Co-badged status

Unit description

The business environment is changing at a rapid pace. Managers use marketing research to keep abreast of market changes, identify market opportunities, and to access accurate information to reduce uncertainty in marketing decision-making. In this unit, students will develop knowledge of marketing research principles and practices, and critical analysis and creative thinking skills to manage marketing research projects. Students will learn different research approaches and design, and implement marketing research. More specifically, students will learn to collaborate with their peers to identify a marketing problem, develop research instruments, identify samples, and collect data. Students will develop skills to apply statistical analysis software to analyse the data and provide information to solve marketing problems and support marketing decisions.

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:

Critically analyse and explain the principles and practices of marketing research.

Design and implement marketing research projects in collaboration with peers.

Analyse data and report findings that support marketing decisions.

General Assessment Information

No extensions will be granted. There will be a deduction of 10% of the total marks 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>In class activities</u>	25%	No	Weeks 2-13
<u>Marketing research project</u>	40%	No	Weeks 5, 6 & 8
<u>Data analysis and reporting</u>	35%	No	Week 13

In class activities

Due: **Weeks 2-13**

Weighting: **25%**

The in class activities gives all students the opportunity to share their theoretical knowledge on marketing research methods and experiences in conducting market research. Further, the activities will enable students to more successfully manage their research project, identify any pitfalls early-on, and address them as quickly as possible. In the class we will undertake different activities that help you deepen your learning. Overall, the assessment of in class activities is broken down into three specific groups of tasks. These activities include:

- **Task 1: In class marketing research project progress updates (10 out of 25 Marks):**

Groups have to report the progress on their marketing research project to the class on a fortnightly basis. Groups will be selected randomly to report on their progress on their marketing research project **for five minutes (maximum)**. At the end of the class, the groups selected to update the class have to submit their progress in dot point format to the lecturer (**around 150 words**). The document outlining your update should be prepared prior to attending the class.

Anytime your group is called upon and you are not present in the class with your group, you will lose 10% of the total mark for the research progress update. Updating the class on your marketing research project progress helps you to learn from your peers in the class. The total mark for this part is the average of the updates your group gives to the class. The update should be meaningful and encompasses the activities each group member undertook to progress the marketing research project.

- **Task 2: In class feedback on group presentations (5 out of 25 Marks)**

During Weeks 5 and 6, we will have class presentations. You will be required to provide

feedback to your peers' on their presentation. You will work in a group and take notes of your feedback in dot points during the presentation and discuss it with the presenting group. Feedback should be based on marketing research principals and be constructive. At the end of the class you hand in your notes to the lecturer (**around 150 words**). If your group is assigned this activity and you are not present in the class, you will lose the total mark for this activity.

- **Task 3 In class discussion questions & exercises (10 out of 25 Marks)**

Each week you will find activities listed on iLearn. As part of the class activities you prepare for these activities for the class discussion. Prepare these activities and bring your notes (handwritten or printed) to the class. You will be selected randomly in the class to present your solutions to the class. The solution should be accurate and based on marketing research principles. You may be called upon to contribute to discussions several times. The total mark for this assignment is the average number of times that you are selected to contribute.

More information and supplementary documents will be located on iLearn and discussed in class.

The marking rubric will be on iLearn.

On successful completion you will be able to:

- Critically analyse and explain the principles and practices of marketing research.
- Design and implement marketing research projects in collaboration with peers.
- Analyse data and report findings that support marketing decisions.

Marketing research project

Due: **Weeks 5, 6 & 8**

Weighting: **40%**

You will work in groups of 4 to 5. Groups should be formed by the end of week 1. Groups should provide a list of members (names and contact details) to the lecturer prior to the class in week 2.

The lecturer will provide three scenarios and your group has to select one of them and write the marketing research project proposal. You take the view as if you are preparing a written marketing research proposal for a potential client. This assignment helps students to apply marketing research principles and practices to design and implement a marketing research project. This assignment involves two tasks:

- **Task 1: Research proposal Group oral presentation (10 out of 40 Marks):**

Group members have to work together and provide the first draft of their proposal and present it to the review group seen as a potential client. The draft research proposal will be discussed with your review group (a group of fellow students) in the class **in week 5 and 6**. Each group has to prepare a set of **Power Points (4-5 slides)**. **Each group has 10 minutes to present their proposal and 5 minutes for questions and answers at the conclusion of the presentation.** These times are firm and groups will be stopped when their allocated time has finished. All group

members have to contribute to the presentation. Inactive and uninvolved members in the group will lose marks for the oral presentation.

- **Task 2: Marketing research project individual write up (30 out of 40 Marks):**

Groups have to consider the feedback they received from peer review group (client) and improve the proposal. While you work on this assignment as a group, ***you have to write it individually.***

The word length for marketing research project is 2000 words +/- 10%. The write up of the marketing research project contains two parts. ***The first part is the write up version of the proposal your group presented orally and its length is 1500 words +/-10%.*** For the second part of the project, groups are required to undertake a qualitative research phase such as ***in-depth interviews (2-3 interviewees) or focus groups (1-2) to gain a more in depth understanding of the research problem and issues. Each group member is required to provide an individual report on the findings from part. The word length for the qualitative part is a maximum of 500 words +/- 10%.*** Based on the findings of the qualitative research students should review the relevant literature and develop a questionnaire. ***Completion time for the questionnaires should be a maximum of 5 minutes.*** The due date for the task 2 of assessment 2 is ***11:55pm, Friday 5th of May (week 8).***

More information on the research project and supplementary documents will be located on iLearn and discussed in the class.

Marking criteria will be on iLearn.

You are not required to submit a hard copy of the report.

On successful completion you will be able to:

- Critically analyse and explain the principles and practices of marketing research.
- Design and implement marketing research projects in collaboration with peers.

Data analysis and reporting

Due: **Week 13**

Weighting: **35%**

This assessment intends to elevate your ability to make sense of data and solve marketing problems and support marketing decision making. You have to work individually and prepare a comprehensive report on the findings of your data analysis, interpret the result, and suggest some solutions that resolves marketing problems. You have to identify and apply appropriate analytical strategies to address a set of research questions (or problems) a manager of a firm (here the lecturer) has developed. The data for this task will be supplied by the lecturer. ***The word length for “data analysis report and recommendation” is 1500 words +/- 10%.*** You are required to present your marketing research report in a manner suitable to those who do not have a background in statistics. ***You should submit your report to Turnitin on iLearn by 11:55 pm, Friday 9th of June.***

More information and data set and research questions (research problem) will be provided on

iLearn and discussed in the class.

Marking criteria will be on iLearn.

You are not required to submit a hard copy of the report.

On successful completion you will be able to:

- Analyse data and report findings that support marketing decisions.

Delivery and Resources

Classes

This unit has 3 hours face-to-face teaching per week, consisting of 1 x 2-hour lecture and 1 x 1-hour tutorial in lecture theatre or a computer lab as per unit schedule during the semester. Students may enrol in one of the workshops in computer Lab. Please check the unit timetable for further information. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au>.

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) at: <http://ilearn.n.mq.edu.au>.
- Students will find teaching resources to assist their study on iLearn, such as lecture notes, practice questions and other resources.
- Students are required to check iLearn regularly for announcements.

What is expected from students?

This unit is 1x2 hours lecture and 1x1 hour workshop per week over 13 weeks. The total time commitment required for this unit is a minimum of 150 hours. Specifically, in addition to the 3 hours of class contact per week, students are expected to devote an additional 10 hours in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision. It is expected all students come to the class on time and fully prepared for discussion. Group work is a focus of analysing, developing, and implementing different issues related to marketing research in practice and therefore also in this unit. Students should make sure to allocate the necessary time and attention needed to work with their group during semester.

Prescribed and Recommended Texts and/or Materials

Prescribed text:

Zikmund, W., D'Alessandro, S., Winzar, H., Lowe, B. & Babin B. (2016) **Marketing Research**, Asia Pacific:4th Edition, Cengage Learning: ISBN-9780170369824.

Recommended resources:

Kirkpatrick, L.A & Feeney, B.C. (2016) **A Simple Guide to IBM SPSS: for Version 22.0**, 14th Edition, Cengage: ISBN: 9781305877719.

Useful links:

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

To learn more about SPSS and how to work with it, please go to:

www.Lynda.com

Search for related marketing papers:

<http://go.galegroup.com/ps/start.do?p=SPJ.SP02&u=marketing&authCount=1>

Search for related marketing newspapers:

<http://go.galegroup.com/ps/start.do?p=SPN.SP21&u=marketing&authCount=1>.

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

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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](#).

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 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

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

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 outcome

- Critically analyse and explain the principles and practices of marketing research.

Assessment task

- In class activities

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 outcome

- Analyse data and report findings that support marketing decisions.

Assessment task

- Data analysis and reporting

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 outcome

- Design and implement marketing research projects in collaboration with peers.

Assessment task

- Marketing research project

Changes from Previous Offering

The unit has been substantially improved. Assessment tasks are now less than before. Learning activities aim to help you to do major assignment easier.

Global contexts & Sustainability

This unit addresses business sustainability by focusing on the importance of marketing research as facilitator of marketing decisions making and sustaining business performance.

Research and Practice

This unit provides students with the opportunity to practically learn to design and implement a research.

Changes since First Published

Date	Description
24/02/2017	There was a % sign in front of some numbers, which should not be there. These % signs were removed now.