



# MKTG127

## Demographic Fundamentals

S1 Day 2018

*Archive (Pre-2019) - Dept of Marketing and Management*

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#### 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

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Credit points

3

Prerequisites

Corequisites

Co-badged status

## Unit description

This unit introduces students to the study of demography and provides a platform of knowledge and skills for further population related studies. Students will develop skills in the analysis of the size, composition and distribution of human populations. The general patterns of fertility, mortality and migration in Australia and other countries will be studied, and their implications for population size and composition will be explained. The main sources of demographic data, and techniques for analysing population change, will be introduced. Practical applications of demography in the public and private sectors will be discussed.

## 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:

Define and explain basic demographic concepts.

Demonstrate an awareness of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.

Apply basic demographic techniques to calculate demographic measures and interpret the results.

Identify trends in population size and composition in Australia and internationally.

Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Assignment 1</a>	20%	No	Weeks 4 and 6
<a href="#">Class Test</a>	15%	No	Week 7
<a href="#">Assignment 2</a>	25%	No	Weeks 10 and 11
<a href="#">Final Exam</a>	40%	No	Exam Period

### Assignment 1

Due: **Weeks 4 and 6**

Weighting: **20%**

This two-part assignment is designed to help students progress towards the learning outcomes

through practising what they have learned in the lectures and tutorials in weeks 1 to 5. Calculations, case studies, and interpretations of demographic measures and indicators are used to assess the quality of students' understanding. More information on assessment criteria and standards required, including penalties for plagiarism, can be found in iLearn.

**Submission:** A hard copy of the assignment is to be submitted directly to your tutor in your designated tutorial time in two instalments: week 4 (Part 1) and week 6 (Part 2). The electronic copy is to be submitted through Turnitin in iLearn.

**Notes on Extension:** No extensions will be granted. However, a late assignment will be accepted up to 24 hours after the submission deadline. There will be a deduction of 10% of the total available mark made from the total awarded mark up to 24 hours or part thereof that the submission is late. This penalty does not apply in cases for which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Define and explain basic demographic concepts.
- Demonstrate an awareness of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Identify trends in population size and composition in Australia and internationally.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## Class Test

Due: **Week 7**

Weighting: **15%**

The class test will be conducted during the lecture in week 7. It will consist of (a) multiple choice questions, (b) questions requiring statements of definition or explanation, and (c) short or long answers. The instructions and maximum marks available for each part will be indicated on the test paper.

**Submission:** As the class test will be conducted in the lecture room and time slot, submission will be in the lecture classroom directly to the teaching staff.

**Notes on Extension:** No extensions will be granted. Students who miss a class test will be awarded a mark of zero for the task, except in cases for which an application for special consideration is made and approved.

On successful completion you will be able to:

- Define and explain basic demographic concepts.
- Demonstrate an awareness of the main sources of demographic data, and of the

strengths and limitations of the ranges of data that can be obtained from these sources.

- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Identify trends in population size and composition in Australia and internationally.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## Assignment 2

Due: **Weeks 10 and 11**

Weighting: **25%**

This two-part assignment is designed to help students progress towards the learning outcomes through practising what they have learned in the lectures and tutorials in weeks 6 to 9.

Calculations, case studies, and interpretations of demographic measures and indicators are used to assess the quality of students understanding. More information on assessment criteria and standards required, including penalties for plagiarism, can be found in iLearn.

**Submission:** A hard copy of the assignment is to be submitted directly to your tutor in your designated tutorial time in two instalments: week 10 (Part 1) and week 11 (Part 2). The electronic copy is to be submitted through Turnitin in iLearn.

**Notes on Extension:** No extensions will be granted. However, a late assignment will be accepted up to 24 hours after the submission deadline. There will be a deduction of 10% of the total available mark made from the total awarded mark up to 24 hours or part thereof that the submission is late. This penalty does not apply in cases for which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Identify trends in population size and composition in Australia and internationally.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## Final Exam

Due: **Exam Period**

Weighting: **40%**

The final exam will consist of multiple choice questions, short answers and essays. The instructions and maximum marks available for each part will be indicated on the exam paper.

**Submission:** The exam will be conducted in a designated room, submission will be in the exam room directly to the staff in charge.

**Notes on Extension:** No extensions will be granted. Students who miss a final exam will be awarded a mark of 0 for the task, except in cases for which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Define and explain basic demographic concepts.
- Demonstrate an awareness of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Identify trends in population size and composition in Australia and internationally.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## Delivery and Resources

### Classes

For each student there will be 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial. Each student should attend the scheduled lecture on Thursday at 13.00-15.00 and one of the scheduled tutorials each week.

The **timetable** for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Students who wish to change tutorial classes must request permission from the Unit Convenor. Attendance will be taken in all the tutorials and in some of the lectures. When lecture attendance is not possible, it is your responsibility to inform the lecturer and to ensure that you listen to and prepare notes based on the recorded lectures.

Please bring a calculator, lecture notes and the textbook to all tutorials. Please note that the tutorial classes will start in the first week of the session.

Students are expected to arrive on time and not leave until the class ends. Students with commitments that regularly prevent them from attending the entire lecture or tutorial are requested to discuss the situation with the lecturer or tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes, not simply set to “silent”.

In addition to the time spent attending lectures and tutorials and doing assignments, each student is expected to spend a significant amount of time preparing for lectures and tutorials, updating lecture notes, reading the demographic literature, learning the key definition and formulae, attempting exercises from the textbook, tutorial works, past class tests and exam papers, and revising for tests and exams (7 hours per week is recommended). Students are also encouraged to follow developments in the Australian population and the population debates which are reported in the media.

## **Prizes**

A Merit Certificate from the Macquarie University, Department of Marketing and Management will be awarded to the student who displays the highest proficiency in this unit.

## **Required and Recommended Texts and/or Materials**

Rowland, Donald (2003). Demographic Methods and Concepts, Oxford University Press. This book is available for purchase from the Co-op Bookshop.

or

A.H. Pollard, Farhat Yusuf and G.N. Pollard, Demographic Techniques (third edition, 1990). This text is currently out of print. However, copies of the sections relevant to this unit (Chapters 1 - 6, 8) have been placed, with the authors' permission, at the Macquarie University Library RESERVE COLLECTION. Search for MKTG127 at <https://www.mq.edu.au/about/campus-services-and-facilities/library/multi-search/multisearch>

## **Other Useful Sources of Information**

Khoo, S.E. and McDonald, P. (2003). The Transformation of Australia's Population: 1970-2030, UNSW Press. Chapters 2 - 6 and 8 provide useful material for several of the substantively - based topics. This reference is available as an ebook via the Library RESERVE COLLECTION.

A list of other useful references, as well as lecture overheads and note-taking copies of a selection of the overheads, can be accessed from the MKTG127 iLearn web page (see below for details).

## **Technology Used and Required**

Unit Web Page: Students can access MKTG127 unit materials online through Macquarie University's online learning environment, iLearn. Log into iLearn at [ilearn.mq.edu.au](http://ilearn.mq.edu.au) using student ID number and myMQ Student Portal password.

Students are expected to be familiar with the use of basic office software, including word processing, spreadsheets and PowerPoint.

Lecture recordings (iLectures): Lectures will be recorded using the Echo360 Active Learning Platform and made available on iLearn. Whilst the iLectures may provide an additional resource, students are advised that no guarantees are given in relation to the availability or quality of the sound recordings or the functioning of any related websites or links to files of recordings of lectures. Students are expected to attend the lectures on a regular basis and to compile notes during the course of the lectures. Thus any failing of the iLectures will not be accepted as grounds for appeal.

## **People Unit**

MKTG127 is a designated People unit. People units are designed to give students an understanding of what it means to live in the social world and to develop cultural or social literacy. This unit aims to contribute to the development of graduates who will be engaged with the challenges of living and working in a constantly changing contemporary society.

## **KickStart Package**

This unit includes a KickStart package, designed to help students get a head start with studies. Being well prepared can be the key to success, so be sure to take advantage of KickStart and make it work for you.

**What is KickStart?** KickStart is a package of resources and activities in iLearn that is specific to studying this unit. The package may include welcome videos from the Unit Convenor, quizzes (not counting towards your final grade), insights from industry experts and tips from previous students on how to succeed in the unit. Please note that the activities in the KickStart package do not count towards the final grade of the unit.

**When is KickStart available?** It is available two weeks before the start of the session. Log on to iLearn and access the KickStart package.

## Unit Schedule

Week	Lecture Topic	Tutorial
1.	Introduction to Demography; Population Pyramids	Tutorial 1
2.	World Population Growth; Sources of Demographic Data	Tutorial 2
3.	Basic Demographic Measures; Crude Rates and Ratio	Tutorial 3
4.	Computation of Life Tables	Tutorial 4
5.	Measurement of Fertility; Its Trends and Differentials in Australia	Tutorial 5
6.	Measurement of Mortality; Its Trends and Differentials in Australia	Tutorial 6
7.	Class Test (in Lecture room and time slot)	Tutorial 7
	Mid Session Break	
8.	Population Projections	Tutorial 8
9.	Marriage and Family in Australia;	Tutorial 9
10.	Population Distribution & Migration	Tutorial 10
11.	Demography of Australia's Indigenous Population	Tutorial 11
12.	Uses of Demography in the Public and Private Sectors	Tutorial 12
13.	Summary and Conclusion	Tutorial 13

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)



- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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/>

## 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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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

### 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

- Define and explain basic demographic concepts.
- Demonstrate an awareness of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Identify trends in population size and composition in Australia and internationally.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

### Assessment tasks

- Assignment 1
- Class Test
- Assignment 2
- Final Exam

## 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**

- Define and explain basic demographic concepts.
- Demonstrate an awareness of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Identify trends in population size and composition in Australia and internationally.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## **Assessment tasks**

- Assignment 1
- Assignment 2
- Final Exam

## **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**

- Define and explain basic demographic concepts.
- Demonstrate an awareness of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Identify trends in population size and composition in Australia and internationally.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## Assessment tasks

- Assignment 1
- Class Test
- Assignment 2
- Final Exam

## 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

- Define and explain basic demographic concepts.
- Understand patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

## Assessment tasks

- Assignment 1
- Class Test
- Assignment 2
- Final Exam

## Changes from Previous Offering

There are modifications/adjustments in some parts of the unit guide for keeping the information up to date. Yet, there are no significant changes in the contents since last Session.

## Global Perspectives and Sustainability

A global perspective will be accommodated by including some demographic studies and reports from overseas as well as from Australia.

The sustainability of human population development are key issues in the demographic analysis and studies.

## Research and Practice

This unit includes research conducted by Macquarie University and external researchers, as listed in the reference lists on iLearn.

Incorporated into the unit are a number of research themes of the Macquarie University Centre

for Workforce Futures. Among others, included is recent research on:

- Resource Efficiency and Sustainability in the Workplace
- Climate Change, Work and Employment
- The Case for a National Portable Long Service Leave Scheme in Australia
- Digital Productivity in the Workplace of the Future
- Women, Management and Work

From external sources, the unit incorporates research published in highly ranked academic journals and by internationally reputable organisations. Among others, it includes the following journals and organisations:

- Journals: Demography; Journal of Population Research; The Lancet; International Migration; and Population and Development Review
- Organisations: Reports and Working Papers Series from United Nations UN), World Health Organization (WHO) and World Bank