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Disclaimer
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General Information

Unit convenor and teaching staff
Unit Convenor
Muhammad Abid
muhammad.abid@mq.edu.au
Contact via Via email
Room 223, 4 Eastern Road
Thursday 2:30pm to 4:00pm

Credit points
10

Prerequisites
MKTG1001 or MKTG101

Corequisites

Co-badged status

Unit description
Marketing research is a key activity of successful organizations, enabling them to learn about consumers and markets. This knowledge helps organizations to identify potential opportunities in the market and make strategic decisions that support and sustain their competitiveness. This unit equips students with knowledge about the role and processes of marketing research. The focus of the unit is on developing students’ skills to identify appropriate marketing research techniques to design and implement marketing research projects that solve marketing problems. In the unit, students gain knowledge of statistical software to analyze data. Students also learn how to interpret statistical output to make marketing decisions and communicate their findings through oral and written communication.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

ULO1: Explain and evaluate marketing research theories and concepts to identify marketing problems.

ULO2: Apply marketing research concepts and techniques to solve marketing problems in collaboration both as an individual and as a group.
ULO3: Use statistical software to analyse and interpret marketing information and communicate findings orally and in writing.

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in iLearn. No extensions will be granted unless an application for Special Consideration is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflection</td>
<td>10%</td>
<td>No</td>
<td>Week 12</td>
</tr>
<tr>
<td>Project</td>
<td>40%</td>
<td>No</td>
<td>Week 4, Week 7, and Week 13</td>
</tr>
<tr>
<td>Examination</td>
<td>40%</td>
<td>No</td>
<td>Exam period</td>
</tr>
<tr>
<td>Participatory Task</td>
<td>10%</td>
<td>No</td>
<td>Week 2 to Week 7</td>
</tr>
</tbody>
</table>

Reflection

Assessment Type 1: Reflective Writing
Indicative Time on Task 2: 4 hours
Due: Week 12
Weighting: 10%

Each student must produce a reflection piece that aims to evaluate their team and their own role in the teamwork process. Length: Max 2 pages in length

On successful completion you will be able to:
- Apply marketing research concepts and techniques to solve marketing problems in collaboration both as an individual and as a group.

Project

Assessment Type 1: Project
Indicative Time on Task 2: 40 hours
Due: Week 4, Week 7, and Week 13
Weighting: 40%

The project consists of three progress reports: Progress report A (10%) - individual submission,
Progress Report B (10%) - 5% group component + 5% individual component - assessed based on the combination of peer assessment results and sections completed by individual students. Final Report (20%) - 10% group component + 10% individual component - assessed based on the combination of peer assessment results and sections completed by individual students. Length: 4,900 words (three reports)

On successful completion you will be able to:

- Explain and evaluate marketing research theories and concepts to identify marketing problems.
- Apply marketing research concepts and techniques to solve marketing problems in collaboration both as an individual and as a group.
- Use statistical software to analyse and interpret marketing information and communicate findings orally and in writing.

Examination

Assessment Type 1: Examination
Indicative Time on Task 2: 14 hours
Due: Exam period
Weighting: 40%

2 hour closed book exam in the formal examination period

On successful completion you will be able to:

- Explain and evaluate marketing research theories and concepts to identify marketing problems.
- Use statistical software to analyse and interpret marketing information and communicate findings orally and in writing.

Participatory Task

Assessment Type 1: Participatory task
Indicative Time on Task 2: 5 hours
Due: Week 2 to Week 7
Weighting: 10%

6 Weekly in-class scratch card multiple choice activity; best 5 results chosen. Each quiz is worth 2%.

On successful completion you will be able to:

- Explain and evaluate marketing research theories and concepts to identify marketing problems.
- Apply marketing research concepts and techniques to solve marketing problems in
collaboration both as an individual and as a group.

1 If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

2 Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

**Delivery and Resources**

**Classes**

- 3 hours face-to-face teaching per week consisting of: 1 x 1.5 hours lecture and 1 x 1.5 hours tutorial/lab exercises. Tutorials commence in Week 2
- The timetable for classes can be found on the University website 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
• 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.

Qualtrics

Qualtrics is the #1 online questionnaire tool in the world.

Satisfactory Completion of Unit

• It is normally expected that students attempt all assessment tasks for this unit. Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

Unit Schedule

Please refer to iLearn...

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). 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.)

Students seeking more policy resources can visit the 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 (https://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 published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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 Enquiry Service

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@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.

Changes from Previous Offering
The assessment task "Participatory Task" has added.