



# MKTG3008

## Marketing and Customer Insights

Session 1, Weekday attendance, North Ryde 2020

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Con Korkofingas

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Room 144, 3 Management Drive

Tuesday 11-12pm

Credit points

10

Prerequisites

130cp at 1000 level or above including ((STAT150 or STAT1250 or STAT170 or STAT1170) and (MKTG202 or MKTG2002) and MKTG2017)

Corequisites

Co-badged status

Unit description

The digital revolution has created an enormous volume of data about markets, customers and the business environment which marketers have sought to incorporate into their strategic decision-making. Yet, raw data on its own adds very little to the strategic decision process. Marketers need to understand how to organise and analyse available data to generate actionable insights. Such insights are useful in anticipating future consumer needs, identifying trends, forecasting market conditions, gauging competition and making informed predictions about an ever-changing environment. Marketers then utilise these insights to build compelling narratives and to provide actionable recommendations for important marketing decisions. In this unit students will investigate appropriate data, data sources and analytic techniques required to generate input for key marketing decisions regarding markets and customers. Students will assess suitable data analysis techniques and evaluate generated output to develop insights and determine potential marketing decision options. Additionally, students will appraise these key options by estimating likely impacts and integrating these impacts with practical organisational issues.

## 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:

**ULO1:** Investigate and apply appropriate data, data sources and analytic techniques required to generate input for key marketing decisions regarding markets and customers.

**ULO2:** Examine output from relevant analyses to generate insights and determine potential options for key marketing decisions.

**ULO3:** As individuals and in groups, synthesise insights from analyses to evaluate potential options and create practical solutions with actionable recommendations for key marketing decisions

## Assessment Tasks

### Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

## 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.*

## Delivery and Resources

### Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

This unit is delivered on campus through weekly 3-hour seminars. The seminars

comprise lectures, case studies and other interactive learning activities.

**Prescribed Text:**

- Rajkumar Venkatesan, Paul Farris and Ronald T. Wilcox (2015) “**Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands-On Learning**” Pearson Education - ISBN-13: 978-0133552522; ISBN-10: 0133552527

**Other Useful Texts:**

- Chuck Chakrapani (2018) “**Analytics for Customer Insights: A Non-Technical Introduction**” ISBN- 10:0920219527
- Ömer Artun and Dominique Levin (2015) “**Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data**” Wiley, ISBN 978-1-119-03736-1 (hardback); ISBN 978-1-119-03732-3 (ePDF); ISBN 978-1-119-03733-0 (ePub)
- Mike Grigsby (2018) “**Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques**” 2<sup>nd</sup> Edition, Kogan Page, ISBN 978 0 7494 8216 9; E-ISBN 978 0 7494 8217 6

## Unit Schedule

### Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: [https://ask.mq.edu.au/account/pub/display/unit\\_status](https://ask.mq.edu.au/account/pub/display/unit_status)

Refer to i-learn for Unit Schedule

## 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.*)

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 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

## 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](https://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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.

## Changes from Previous Offering

This is a new unit. Although it has a similar code to MKTG308, the unit teaches methods for generating marketing and consumer insights rather than customer relationship management.