MKTG2017
Qualitative Insights
Session 1, Weekday attendance, North Ryde 2020
Department of Marketing

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### General Information

| Unit convenor and teaching staff | Unit Convenor  
|----------------------------------|----------------
| Cynthia Webster                  | cynthia.webster@mq.edu.au
| Contact via cynthia.webster@mq.edu.au |  
| 158C 3 Management Dr             | Mondays 12-1pm
| Oliver Manlutac                  | oliver.manlutac@mq.edu.au

#### Credit points

- 10

#### Prerequisites

- MKTG101 or MKTG1001

#### Corequisites

- 

#### Co-badged status

- 

### Unit description

Qualitative insights provide organisations with an in-depth perspective of emerging market trends and novel consumer behaviours. Organisations use qualitative insights to better engage and deliver value to their customers, identify new opportunities and fuel their competitive advantage.

This unit equips students with knowledge of the role, theory and methods used in qualitative research. Students will develop skills in qualitative research design, data collection and analysis, including the use of different software packages. Students will also learn how to interpret and translate results to deliver strategic insights, and effectively deliver their findings through both 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](https://students.mq.edu.au/important-dates)

### Learning Outcomes

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

- **ULO1**: Apply qualitative research skills and analytic techniques to derive marketing and
consumer insights.

**ULO2:** Critically evaluate qualitative approaches, theories and techniques in deriving research insights.

**ULO3:** Demonstrate sustainable thinking to create coherent and theoretically rigorous arguments to address marketing problems.

### 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)

**Delivery and Resources:**

**Lectures, seminars and computer laboratories:**

- This unit consists of 3 hours face-to-face teaching per session, one 1 hour lecture and one 2 hour seminar or computer laboratory.

- The timetable for classes can be found on the University website at: [http://www.timetable.s.mq.edu.au/](http://www.timetable.s.mq.edu.au/)
Required and Recommended Texts and/or Materials

Required Textbook


Additional Recommended Textbook:


Required Video (students are required to view the following videography)


Additional Recommended Videos:


Required Journal Articles (students are required to read the following journal articles)


**Additional Recommended Journal Articles:**


**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, NVivo, FocusGroupIt, Adobe Spark Video

**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

Please refer to iLearn for full unit schedule details.
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 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 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.