



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

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Contact via cynthia.webster@mq.edu.au

158C 3 Management Dr

Mondays 12-1pm

Oliver Manlutac

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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://www.mq.edu.au/study/calendar-of-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

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/>

Required and Recommended Texts and/or Materials

Required Textbook

- Belk, R. Fischer, E. and Kozinets, R.V. 2013. Qualitative Consumer and Marketing Research. 1st edition, Sage. ISBN: 978-0857027672

Additional Recommended Textbook:

- Mariampolski, H. 2001 Qualitative Market Research. 1st edition, Sage. ISBN: 97807619457

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

- Kleppe, I. and Caldwell, M. 2011. Walking the Talk, Talking the Walk: Embodied Health Activism in Developing Nations, in *E - European Advances in Consumer Research*, Vol. 9, eds. A. Bradshaw, C. Hackley and P. Maclaran, Duluth, MN: Association for Consumer Research, pp. 310-315. Video link: <https://vimeo.com/15311998>

Additional Recommended Videos:

- Veer, E. 2014. I'm Struggling: Men's Stories of Mental Illness, in *NA - Advances in Consumer Research*, Vol. 42, eds. J. Cotte and S. Wood, Duluth, MN: Association for Consumer Research, pp. 758-758. Video link: <https://vimeo.com/92599682> Password: ACRBaltimore
- O'Rourke, G. and O'Sullivan, S. R. 2016. Wonders of Waste: The Ideological Diffusion of the Upcycling Movement, in *E - European Advances in Consumer Research*, Vol. 44, Duluth, MN: Association for Consumer Research. Video link: <https://vimeo.com/170595105>

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

- Caruana, R., Glozer, S. and Eckhardt, G.M., 2019. 'Alternative Hedonism': Exploring the Role of Pleasure in Moral Markets. *Journal of Business Ethics*, pp.1-16.
- Gollnhofer, J.F., Weijo, H.A. and Schouten, J.W., 2019. Consumer Movements and Value Regimes: Fighting Food Waste in Germany by Building Alternative Object Pathways. *Journal of Consumer Research*. In press.
- Koll, O., Von Wallpach, S. and Kreuzer, M., 2010. Multi-method research on consumer–brand associations: Comparing free associations, storytelling, and collages. *Psychology & Marketing*, 27(6), pp.584-602.
- Longo, C., Shankar, A. and Nuttall, P., 2019. "It's Not Easy Living a Sustainable

Lifestyle”: How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis. *Journal of Business Ethics*, 154(3), pp.759-779.

Additional Recommended Journal Articles:

- Arsel, Z., 2017. Asking questions with reflexive focus: A tutorial on designing and conducting interviews. *Journal of Consumer Research*, 44(4), pp.939-948.
- Belk, R.W., Caldwell, M., Devinney, T.M., Eckhardt, G.M., Henry, P., Kozinets, R. and Plakoyiannaki, E., 2018. Envisioning consumers: how videography can contribute to marketing knowledge. *Journal of Marketing Management*, 34(5-6), pp.432-458.
- Humphreys, A. and Carpenter, G.S., 2018. Status games: Market driving through social influence in the US wine industry. *Journal of Marketing*, 82(5), pp.141-159.
- Kozinets, R.V., 2002. The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, 39(1), pp.61-72.
- Spiggle, S., 1994. Analysis and interpretation of qualitative data in consumer research. *Journal of Consumer Research*, 21(3), pp.491-503.
- Thompson, C.J., 1997. Interpreting consumers: A hermeneutical framework for deriving marketing insights from the texts of consumers’ consumption stories. *Journal of Marketing Research*, 34(4), pp.438-455.

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

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 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

If you are a Global MBA student contact 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/.

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.