MKTG8005

Applied Marketing Research

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor
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Tuesdays 12-1 pm

Oliver Manlutac
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Credit points
10

Prerequisites
MKTG815 or MKTG8015 or BUSA8000

Corequisites

Co-badged status

Unit description
The business environment is changing at a rapid pace. Managers use marketing research to keep abreast of market changes, identify market opportunities, and to access accurate information to reduce uncertainty in marketing decision-making. In this unit, students will develop knowledge of marketing research principles and practices, and critical analysis and creative thinking skills to manage marketing research projects. Students will learn different research approaches and design, and implement marketing research. More specifically, students will learn to collaborate with their peers to identify a marketing problem, develop research instruments, identify samples, and collect data. Students will develop skills to apply statistical analysis software to analyse the data and provide information to solve marketing problems and support marketing decisions.

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: Critically analyse and explain the principles and practices of marketing research

ULO2: Design and implement marketing research projects in collaboration with peers

ULO3: Analyse data and report findings that support 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

Classes This unit has 3 hours of face-to-face teaching per week, consisting of 1 x 1-hour seminar and 1 x 2-hour workshop as per unit schedule during the semester. Students may enrol in one of the workshops. Please check the unit timetable for further information. The workshop starts from week one. The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au.

Technology Used and Required • Please ensure that you have access to a personal computer so you are able to access the internet, use word processing software and PowerPoint program that are required for the preparation of assignments and presentations.

• Students will learn and exercise data analysis techniques with SPSS statistical software in a computer lab during some tutorials. You will also be able to access this software through iLab

using university and personal computers. Course material is available on the learning management system (iLearn) at: http://ilearn.mq.edu.au.

• Students will find teaching resources to assist their study on iLearn, such as lecture notes, practice questions, and other resources. Students are required to check iLearn regularly for announcements.

What is expected from students? This unit is a seminar/lab-based. This unit is a 1x1 hour seminar and a 1x2 hour workshop in the lab per week over 13 weeks. The total time commitment required for this unit is a minimum of 150 hours. Specifically, in addition to the 3 hours of seminar/workshop contact per week, students are expected to devote an additional 10 hours in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision. It is expected that all students come to the seminar/workshop on time and fully prepared for discussion. Group work is a focus of analysing, developing, and implementing different issues related to marketing research in practice and therefore also in this unit. Students should make sure to allocate the necessary time and attention needed to work with their group during the semester. Students are expected to complete all assessment tasks for this subject to ensure the successful completion of the unit. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

Prescribed and Recommended Texts and/or Materials *Prescribed text:* Zikmund, W., D'Alessandro, S., Winzar, H., Lowe, B. & Babin B. (2016) Marketing Research, Asia Pacific: 4th Edition, Cengage Learning: ISBN-9780170369824.

Recommended resources: Kirkpatrick, L.A & Feeney, B.C. (2016) A Simple Guide to IBM SPSS: for Version 22.0, 14th Edition, Cengage: ISBN: 9781305877719. These texts are available for purchase at the Macquarie University Co-op Bookshop. They can also be borrowed from the Macquarie Library.

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

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 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.