



# MKTG2002

## Marketing Research

Session 2, Special circumstance 2020

*Department of Marketing*

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#### Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

#### Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Unit Convenor

Muhammad Abid

[muhammad.abid@mq.edu.au](mailto:muhammad.abid@mq.edu.au)

Contact via Via email

Online and Room 223, 4 Eastern Road

Friday 9:30am to 11:00am

Oliver Manlutac

[oliver.manlutac@mq.edu.au](mailto:oliver.manlutac@mq.edu.au)

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

## Learning Outcomes

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

**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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Participatory Task</a>	15%	No	Week 3 to Week 8
<a href="#">Online Examination</a>	40%	No	Exam period
<a href="#">Project</a>	45%	No	Week 7 and Week 13

### Participatory Task

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 9 hours

Due: **Week 3 to Week 8**

Weighting: **15%**

Six weekly multiple choice quizzes. The 5 best results are chosen. Each quiz is worth 3%.

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.

### Online Examination

Assessment Type <sup>1</sup>: Examination

Indicative Time on Task <sup>2</sup>: 14 hours

Due: **Exam period**

Weighting: **40%**

A three-hour online examination (open book) will be held during the University 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.

## Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **Week 7 and Week 13**

Weighting: **45%**

The project consists of two submissions; Research Proposal (20%) and Final Report (25%). The total word length for the Project is 4,900 words.

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.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

<sup>2</sup> 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 online and face-to-face teaching per week consisting of: 1 x 1 hours pre-recorded lecture, 1 x 1 hours zoom session/tutorial/lab exercises, and 1 x 1 hours online learning activities. 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:

- D'Alessandro, Lowe, Winzar, Zikmund, Babin (2017) *Marketing Research: 4th Asia-Pacific Edition* with Student Resource Access. Cengage: ISBN 9780170369824

#### Recommended texts:

- Kirkpatrick & Feeney (2016) *A Simple Guide to IBM SPSS Statistics - version 23.0*. Cengage: ISBN9781305877719
- Allen, Bennett, and Heritage. (2014), *SPSS Statistics Version 22- A Practical Guide, 3ed*. Cengage: ISBN-10: 0-17-034897-0
- Emerson, L. (2013), *Writing Guidelines for Business Students, 5ed*. Cengage: ISBN-10: 0-17-021638-1

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 different forums for student interaction and contact with faculty. You should consult the course Website everyday for

messages and updates.

## Learning and Teaching Activities

This unit is taught using lectures, tutorials, and online learning activities.

- 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.
- Online learning activities include online quizzes, pre-recorded videos that give overview of tutorial activities and cover different concepts related to these activities, and post discussion questions on discussion forum related to every week topic.

Students are expected to listen pre-recorded lecture videos and write down the points if they face any issue. In every week, online session will be conducted to address students lecture related queries. 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 videos and also through separate videos related to different components of this project.

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

Following two changes were made in the assessment task:

- Individual reflection task has removed.
- Report A and Report B have merged together under the name of Research Proposal. Research proposal do not have any qualitative research part.