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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.

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## Notice

As part of Phase 3 of our return to campus plan, most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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
Cynthia Webster
cynthia.webster@mq.edu.au
Contact via cynthia.webster@mq.edu.au
158C 3 Management Dr
Thursdays 11-12

Credit points
10

Prerequisites
40cp at 1000 level or above including MKTG1001 or MKTG101

Corequisites
MKTG1003 or MKTG203

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

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.

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tr>
<td>Practice-Based Task</td>
<td>40%</td>
<td>No</td>
<td>Week 2 to Week 13</td>
</tr>
<tr>
<td>Qualitative Analysis</td>
<td>45%</td>
<td>No</td>
<td>Week 10</td>
</tr>
<tr>
<td>Video Presentations</td>
<td>15%</td>
<td>No</td>
<td>Week 13</td>
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Practice-Based Task

Assessment Type 1: Practice-based task
Indicative Time on Task 2: 15 hours
Due: Week 2 to Week 13
Weighting: 40%

Various practice-based tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the workshops. They might include completion of worksheets, hands-on practices etc. There will be minimum four random collections of those tasks. Each task is worth 10%.

On successful completion you will be able to:
- Apply qualitative research skills and analytic techniques to derive marketing and consumer insights.
- Critically evaluate qualitative approaches, theories and techniques in deriving research insights.
insights.
  • Demonstrate sustainable thinking to create coherent and theoretically rigorous arguments to address marketing problems.

Qualitative Analysis
Assessment Type 1: Qualitative analysis task
Indicative Time on Task 2: 20 hours
Due: Week 10
Weighting: 45%

This is an individual assessment that involves conducting qualitative analysis using NVivo on the data generated in the online focus groups, interpreting results and writing a summary of the insights gained. Specific instructions and marking guide will be provided on iLearn. NVivo analysis and 1,000 word results summary

On successful completion you will be able to:
  • Apply qualitative research skills and analytic techniques to derive marketing and consumer insights.
  • Critically evaluate qualitative approaches, theories and techniques in deriving research insights.

Video Presentations
Assessment Type 1: Presentation
Indicative Time on Task 2: 10 hours
Due: Week 13
Weighting: 15%

This is a group assessment task that involves creating a video presentation examining a sustainability challenge facing the world today by identifying reasons why the issue has not been solved and providing innovative ways marketing can address the problem. 50% will be assessed on individual contribution and 50% based on the group presentation. Specific instructions and marking guide will be provided on iLearn.

On successful completion you will be able to:
  • Apply qualitative research skills and analytic techniques to derive marketing and consumer insights.
• Demonstrate sustainable thinking to create coherent and theoretically rigorous arguments to address marketing problems.

1 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 Learning Skills Unit for academic skills support.

2 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**

**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.smq.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:**

• Veer, E. 2014. I’m Struggling: Men’s Stories of Mental Illness, in NA - Advances in
Required Journal Articles (students are required to read the following journal articles)


Additional Recommended Journal Articles:


• Thompson, C.J., 1997. Interpreting consumers: A hermeneutical framework for deriving marketing insights from the texts of consumers’ consumption stories. *Journal of
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 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, assessment tasks, and links to journal articles and videos. There is also a forum for student interaction and contact with faculty. You should consult the course Website several times per week for messages and updates.

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 (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/admin/other-resources/student-conduct](https://students.mq.edu.au/admin/other-resources/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/](http://students.mq.edu.au/support/)

**Learning Skills**

Learning Skills ([mq.edu.au/learningskills](https://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/](http://www.mq.edu.au/about_us/)
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.