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

Some on-campus classes have moved online for the first two weeks of Session, before returning to campus in Week 3. If you are studying a unit outside of the primary Session 2 timetable, please contact your teaching staff team for further details.

Some classes/teaching activities cannot be moved online and must be taught on campus. To find out if you are enrolled in one of these classes/teaching activities, you can check to see if your unit is on the list of units with mandatory on-campus classes/teaching activities.

Your Unit Convenor will provide more information via an iLearn announcement when your iLearn unit becomes available.
General Information

Unit convenor and teaching staff
Unit Convenor & Lecturer
Dr Helen Siuki
helen.siuki@mq.edu.au
Contact via email
3 Management Drive, room 147
Friday 10-11am

Credit points
10

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

Corequisites
MKTG1003 or MKTG203

Co-badged status

Unit description
Marketing research empowers companies by offering deep insights about consumers and markets. It assists organizations to identify potential issues, explore opportunities in the market, and make strategic evidenced-based decisions that develop and sustain their competitiveness.

This unit equips students with knowledge about marketing research principles, techniques, and tools. The focus of the unit is on developing students’ skills to design and implement quantitative and qualitative research projects exploring real-world market issues and opportunities. Students will also learn how to apply market research knowledge and skills to interpret research results and develop recommendations to facilitate evidence-based marketing decisions.

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: Develop knowledge of marketing research principles, techniques, and tools
ULO2: Gain skills to design and conduct qualitative and quantitative research to explore real-world market issues and opportunities

ULO3: Apply market research knowledge and skills to interpret research results and develop recommendations to facilitate evidence-based marketing

General Assessment Information

Late submissions of assignments

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a Special Consideration request.

Unless a Special Consideration request has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Project</td>
<td>30%</td>
<td>No</td>
<td>Week 7</td>
</tr>
<tr>
<td>Individual Report</td>
<td>50%</td>
<td>No</td>
<td>Week 13</td>
</tr>
<tr>
<td>Class Activities</td>
<td>20%</td>
<td>No</td>
<td>Week 1- Week 13</td>
</tr>
</tbody>
</table>

Group Project

Assessment Type: Project

Indicative Time on Task: 20 hours

Due: Week 7

Weighting: 30%

Students need to i) conduct background research regarding the given topic, ii) collect qualitative data in the form of in-depth interview or focus group, iii) generate a report based on analysis of that qualitative data, and iv) construct development and questionnaire design.
On successful completion you will be able to:

- Develop knowledge of marketing research principles, techniques, and tools
- Gain skills to design and conduct qualitative and quantitative research to explore real-world market issues and opportunities
- Apply market research knowledge and skills to interpret research results and develop recommendations to facilitate evidence-based marketing

**Individual Report**

**Assessment Type**: Report  
**Indicative Time on Task**: 30 hours  
**Due**: Week 13  
**Weighting**: 50%

Students need to i) collect quantitative data in the form of a survey, ii) run appropriate statistical tests using SPSS iii) generate a report based on analysis of that quantitative data, and iv) develop recommendations for decision-makers.

On successful completion you will be able to:

- Develop knowledge of marketing research principles, techniques, and tools
- Gain skills to design and conduct qualitative and quantitative research to explore real-world market issues and opportunities
- Apply market research knowledge and skills to interpret research results and develop recommendations to facilitate evidence-based marketing

**Class Activities**

**Assessment Type**: Participatory task  
**Indicative Time on Task**: 20 hours  
**Due**: Week 1 - Week 13  
**Weighting**: 20%

Participatory activities include online activities on iLearn, in-class activities/class and group discussions, and quizzes.
On successful completion you will be able to:

- Develop knowledge of marketing research principles, techniques, and tools

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

### Classes

- There are **1.5 hr weekly workshop sessions**, which consist of in-class activities and discussions, online quizzes.
- **Pre-recorded lectures** will be available on iLearn prior to each workshop session.

- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
- Students are expected to actively participate in classes, be prepared to work in small groups and discuss the materials assigned each week.

### Technology Used and Required

- Use of a PC or laptop is required to access internet, and other required softwares, and to access iLearn http://ilearn.mq.edu.au for course materials.
- Softwares used include: E.g., Zoom, Word processing, MS-Excel/ PowerPoint, Acrobat Reader, SPSS statistical software, etc.

### Required and Recommended Texts and/or Materials


**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 iLearn. Resource materials include lecture slides, online quizzes, online discussion forums, etc will be made available on a weekly basis. • There is also online forums for student interactions and contacting with the UC/ Lecturer. You need to consult iLearn several times per week for messages and updates.
Unit Schedule

Please find unit schedule on 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/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/
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.

Changes from Previous Offering

No changes from previous offering.