



MKTG2002

Marketing Research

Session 1, Special circumstances 2021

Department of Marketing

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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 & Lecturer

Dr Helen Siuki

helen.siuki@mq.edu.au

Contact via email

3 Management Drive, room 148

Friday 10-11am

Unit Convenor

Dr Joseph Chen

joseph.chen@mq.edu.au

Contact via email

3 Management Drive, room 144

Tuesday 2:30 pm to 3:30 pm

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://www.mq.edu.au/study/calendar-of-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 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
Group Project	30%	No	Week 6
Individual Report	50%	No	Week 13
Class Activities	20%	No	week 2 - week 12

Group Project

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **Week 6**

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 ¹: Report

Indicative Time on Task ²: 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 ¹: Participatory task

Indicative Time on Task ²: 20 hours

Due: **week 2 - week 12**

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 [Writing Centre](#) 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 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

Prescribed text:

- Babin, D'Alessandro, Winzar, Lowe, Zikmund, (2020) *Marketing Research: 5th Asia-Pacific Edition*. Cengage: ISBN 9780170438964

Recommended texts:

- Kirkpatrick & Feeney (2016) *A Simple Guide to IBM SPSS Statistics - version 23.0*. Cengage: ISBN 9781305877719
- 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

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 \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

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 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.

Changes from Previous Offering

This unit has been majorly revised in S1 2021- the unit description, learning outcomes,

assessment tasks, resources, and lecture content/ notes are revised.