MKTG3014

Applied Quantitative Research

Session 2, Special circumstances 2021

Department of Marketing

Contents

Disclaimer

Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of units with mandatory on-campus classes/teaching activities.

Visit the MQ COVID-19 information page for more detail.

General Information

Unit convenor and teaching staff
Unit convenor/Lecturer
Dr. Jun Yao
jun.yao@mq.edu.au
Contact via Contact via Email
3MD 137
Monday 3:00pm - 4:00pm

Credit points
10

Prerequisites
40cp at 2000 level or above including MKTG2002 or MKTG202

Corequisites

Co-badged status

Unit description
Quantitative research plays a key role to business success, enabling marketers to effectively and insightfully understand markets and consumer behaviour. By employing sophisticated quantitative data collection and analysis methods, marketers are able to identify and evaluate market opportunities, analyse and select target markets, plan and implement marketing mix strategies, as well as assess marketing performance. This unit develops students' knowledge of advanced data procedures in the context of academic and applied research in marketing. This unit focuses on developing students' skills in using multivariate statistical techniques to analyse survey data and using quantitative models to analyse consumer discrete choice behaviour. In this unit, students gain knowledge to design and implement advanced quantitative research to address specific marketing questions, and to inform decision makers with the interpretation of results.

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 a range of quantitative techniques that are appropriate for

examining marketing issues

ULO2: Design and implement research instruments to collect data to address marketing issues

ULO3: Analyse quantitative data, interpret and effectively communicate the results.

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

Name	Weighting	Hurdle	Due
Quantitative Analysis (Multivariate Analysis Report)	40%	No	Week 8
Quantitative Analysis (Categorical Data Analysis Report)	40%	No	Week 13
Practice-based activities	20%	No	Week 2 - week 12

Quantitative Analysis (Multivariate Analysis Report)

Assessment Type [1]: Quantitative analysis task
Indicative Time on Task [2]: 12 hours
Due: **Week 8**
Weighting: **40%**

This is an individual assessment that requires students to complete an appropriate set of

multivariate analyses. Length: Max 2500 words (excluding Cover-page, Headings, Tables, Graphs, or Appendices).

On successful completion you will be able to:

- Design and implement research instruments to collect data to address marketing issues
- Analyse quantitative data, interpret and effectively communicate the results.

Quantitative Analysis (Categorical Data Analysis Report)

Assessment Type [1]: Quantitative analysis task
Indicative Time on Task [2]: 12 hours
Due: **Week 13**
Weighting: **40%**

This is an individual assessment that requires students to complete an appropriate set of analyses on the choice data. Length: Max 2500 words (excluding Cover-page, Headings, Tables, Graphs, or Appendices).

On successful completion you will be able to:

- Design and implement research instruments to collect data to address marketing issues
- Analyse quantitative data, interpret and effectively communicate the results.

Practice-based activities

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 11 hours
Due: **Week 2 - week 12**
Weighting: **20%**

This is an individual task comprising of weekly tutorial activities. These in-class activities will be focusing on quantitative data analysis and interpretation of results. Each activity is worth 2%. Students must have a minimum of 10 submissions.

On successful completion you will be able to:

- Explain and evaluate a range of quantitative techniques that are appropriate for examining marketing issues
- Analyse quantitative data, interpret and effectively communicate the results.

[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

- 3 hours teaching per week consisting of: 1 × 1-hour lecture (online) and 1 × 2-hour tutorial (lab session or online). Tutorials commence in Week 1.
- The timetable for classes can be found on the university website at: http://timetable.mq.edu.au

Required and Recommended Texts and/or Materials

Prescribed text:

- Joseph F Hair, Barry J. Babin, Rolph E. Anderson and William C. Black (2018) *Multivariate Data Analysis, 8th Edition*. Cengage. ISBN: 9781473756540

Recommended text:

- Andrew F. Hayes (2018) *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach, 2nd Edition.* Guilford Publications. ISBN: 9781462534654
- J. Scott Long and Jeremy Freese (2014) *Regression Models for Categorical Dependent Variables Using Stata, 3rd Edition*. Stata Press. ISBN: 9781597181112
- Philip Hans Franses and Richard Paap (2010) *Quantitative Models in Marketing Research.* Cambridge University Press. ISBN: 9780511753794
- James H. Myers and Gary M. Mullet (2003) Managerial Applications of Multivariate Analysis in Marketing. South-Western Educational Pub. ISBN: 9780877573012

Additional reading:

- Zhao, X., Lynch Jr, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197-206.
- Bergkvist, L., & Rossiter, J. R. (2007). The predictive validity of multiple-item versus

single-item measures of the same constructs. *Journal of Marketing Research*, 44(2), 175-184.

- Malhotra, N. K. (1984). The use of linear logit models in marketing research. *Journal of Marketing Research*, 21(1), 20-31.
- Paas, L. J., & Sijtsma, K. (2008). Nonparametric item response theory for investigating dimensionality of marketing scales: A SERVQUAL application. *Marketing Letters*, 19(2), 157-170.
- Rossiter, J. R. (2002). The C-OAR-SE procedure for scale development in marketing. *International Journal of Research in Marketing*, 19(4), 305-335.

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, SPSS and Sawtooth 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 a forum for student interaction and contact with faculty. You should consult the course Website several times per week for messages and updates.

Teaching and Learning Strategy

This unit is aimed at students who have developed higher levels of strategic insight and who desire improved skills in data manipulation, analysis and presentation. This is a predominantly applied course, designed to provide students with technical and analytical skills. Lecture attendance is critical, as it is only by attending lectures that students will understand the concepts used in tutorials. Tutorials are held in PC Labs and provide an opportunity to practice analytics hands-on using MS-Excel and Tableau software. The limited time in class is not sufficient to learn all that we will need to develop some competence in the software and methods discussed and examined. Students will need to practice and research outside of the classroom.

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://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). 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) 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

NA

Changes since First Published

Date	Description
15/07/2021	Late submission statement updated.
14/07/2021	Update to the latest Late Submission Statement

Unit information based on version 2021.05 of the Handbook