MKTG3014
Applied Quantitative Research
Session 2, Special circumstances 2021
Department of Marketing

Contents

General Information 2
Learning Outcomes 2
General Assessment Information 3
Assessment Tasks 3
Delivery and Resources 5
Unit Schedule 7
Policies and Procedures 7
Changes from Previous Offering 8
Changes since First Published 8

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
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.

https://unitguides.mq.edu.au/unit_offerings/143541/unit_guide/print
## General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
<th>Unit convenor/Lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Jun Yao</td>
<td><a href="mailto:jun.yao@mq.edu.au">jun.yao@mq.edu.au</a></td>
</tr>
</tbody>
</table>

**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://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-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
examing 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
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<tbody>
<tr>
<td>Quantitative Analysis (Multivariate Analysis Report)</td>
<td>40%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Quantitative Analysis (Categorical Data Analysis Report)</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
<tr>
<td>Practice-based activities</td>
<td>20%</td>
<td>No</td>
<td>Week 2 - week 12</td>
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**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: 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: 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 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

- 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:


Recommended text:


Additional reading:


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://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

NA

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>15/07/2021</td>
<td>Late submission statement updated.</td>
</tr>
<tr>
<td>14/07/2021</td>
<td>Update to the latest Late Submission Statement</td>
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</table>