



# MKTG2002

## Marketing Research

Session 1, In person-scheduled-weekday, North Ryde 2022

*Department of Marketing*

### Contents

---

|   |   |
|---|---|
| <a href="#"><u>General Information</u></a>            | 2 |
| <a href="#"><u>Learning Outcomes</u></a>              | 2 |
| <a href="#"><u>General Assessment Information</u></a> | 3 |
| <a href="#"><u>Assessment Tasks</u></a>               | 3 |
| <a href="#"><u>Delivery and Resources</u></a>         | 5 |
| <a href="#"><u>Unit Schedule</u></a>                  | 6 |
| <a href="#"><u>Policies and Procedures</u></a>        | 6 |

---

#### **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.

## General Information

Unit convenor and teaching staff

Unit convenor/lecturer

Joseph Chen

[joseph.chen@mq.edu.au](mailto:joseph.chen@mq.edu.au)

Contact via Email

Room 144, 3 Management Drive, North Ryde Campus

Tuesday 1pm to 2pm by appointment

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:** Evaluate marketing research principles, techniques, and tools

**ULO2:** Collaborate to design and apply qualitative and quantitative research to explore real-world market issues and opportunities

**ULO3:** Apply market research knowledge and skills to interpret research results and communicate results and recommendations in a professional manner

## General Assessment Information

**Late submissions of assessments** Unless a Special Consideration request has been submitted and approved, no extensions will be granted. There will be a deduction of 10% of the total available assessment-task marks made from the total awarded mark for each 24-hour period or part thereof that the submission is late. Late submissions will only be accepted up to 96 hours after the due date and time.

No late submissions will be accepted for timed assessments – e.g., quizzes, online tests.

**Table 1: Penalty calculation based on submission time**

| Submission time after the due date (including weekends) | Penalty (% of available assessment task mark) | Example: for a non-timed assessment task marked out of 30 |
|---|---|---|
| < 24 hours  | 10%   | 10% x 30 marks = 3-mark deduction                         |
| 24-48 hours   | 20%   | 20% x 30 marks = 6-mark deduction                         |
| 48-72 hours   | 30%   | 30% x 30 marks = 9-mark deduction                         |
| 72-96 hours   | 40%   | 40% x 30 marks = 12-mark deduction                        |
| > 96 hours  | 100%  | Assignment won't be accepted                              |

**Special Consideration** To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

## Assessment Tasks

| Name                             | Weighting | Hurdle | Due                         |
|----------------------------------|-----------|--------|-----------------------------|
| <u>Practice-based activities</u> | 20%       | No     | Ongoing (Week 2 to Week 12) |
| <u>Group Project</u>             | 30%       | No     | Week 7                      |

| Name                                     | Weighting | Hurdle | Due     |
|--|-----------|--------|---------|
| <a href="#"><u>Individual Report</u></a> | 50%       | No     | Week 13 |

## Practice-based activities

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Ongoing (Week 2 to Week 12)**

Weighting: **20%**

Practice-based activities include online activities on iLearn, in-class activities/ class and group discussions, and quizzes.

On successful completion you will be able to:

- Evaluate marketing research principles, techniques, and tools

## Group Project

Assessment Type <sup>1</sup>: Project

Indicative Time on Task <sup>2</sup>: 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:

- Collaborate to design and apply qualitative and quantitative research to explore real-world market issues and opportunities
- Apply market research knowledge and skills to interpret research results and communicate results and recommendations in a professional manner

## Individual Report

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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:

- Collaborate to design and apply qualitative and quantitative research to explore real-world market issues and opportunities
- Apply market research knowledge and skills to interpret research results and communicate results and recommendations in a professional manner

---

<sup>1</sup> 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.

<sup>2</sup> 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

### Delivery modes

- This course will be delivered in online and face-to-face modes.
- **Students enrolled in ONLINE DELIVERY:** there will be 1-hour online pre-recorded lecture on a weekly basis, plus a 1.5-hour online weekly workshop, and 0.5-hour asynchronous activities.
- **Students enrolled in FACE-TO-FACE DELIVERY:** there will be 1-hour online pre-recorded lecture on a weekly basis, plus a 1.5-hour face-to-face weekly workshop on campus, and 0.5-hour asynchronous activities.

### Classes

- **Pre-recorded lectures** will be available on iLearn prior to each workshop session.
- **Workshops** include in-class activities, discussions, and online quizzes.
- Students are expected to review the lecture material, complete the readings, watch any video content and prepare the discussion questions in advance of the weekly workshop.

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

### **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

**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 refer to 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.