



MKTG3008

Marketing and Customer Insights

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

Department of Marketing

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General Information

Unit convenor and teaching staff
Credit points 10
Prerequisites 40cp at 2000 level or above including MKTG2013 and MKTG2017
Corequisites
Co-badged status
Unit description <p>The digital revolution has created an enormous volume of data about markets, customers and the business environment which marketers have sought to incorporate into their strategic decision-making. Yet, raw data on its own adds very little to the strategic decision process. Marketers need to understand how to organise and analyse available data to generate actionable insights. Such insights are useful in anticipating future consumer needs, identifying trends, forecasting market conditions, gauging competition and making informed predictions about an ever-changing environment. Marketers then utilise these insights to build compelling narratives and to provide actionable recommendations for important marketing decisions.</p> <p>In this unit students will investigate appropriate data, data sources and analytic techniques required to generate input for key marketing decisions regarding markets and customers. Students will assess suitable data analysis techniques and evaluate generated output to develop insights and determine potential marketing decision options. Additionally, students will appraise these key options by estimating likely impacts and integrating these impacts with practical organisational issues.</p>

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: Utilise data sources and variables to investigate marketing problems/opportunities.

ULO2: Apply models/frameworks to generate marketing insights from data.

ULO3: Synthesise insights and communicate recommendations to marketing decision-makers.

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>Online Assignment</u>	25%	No	Weeks 2-6 and Weeks 8-12
<u>Customer Insights Critique</u>	25%	No	Week 7
<u>Report</u>	50%	No	Week 13

Online Assignment

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 12 hours

Due: **Weeks 2-6 and Weeks 8-12**

Weighting: **25%**

Students will provide a written response to a weekly question that is posted to iLearn. Students' responses need to use data sources to investigate marketing problems/opportunities and connect content to models/frameworks. Each response will be a minimum of 100 words and a maximum of 200 words.

On successful completion you will be able to:

- Utilise data sources and variables to investigate marketing problems/opportunities.
- Apply models/frameworks to generate marketing insights from data.

Customer Insights Critique

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 12 hours

Due: **Week 7**

Weighting: **25%**

Students will critique a provided Insights Analysis. They will apply models/frameworks to provided data sources to generate insights and then synthesise insights to communicate recommendations. Length: 1500 words

On successful completion you will be able to:

- Apply models/frameworks to generate marketing insights from data.
- Synthesise insights and communicate recommendations to marketing decision-makers.

Report

Assessment Type ¹: Report

Indicative Time on Task ²: 25 hours

Due: **Week 13**

Weighting: **50%**

Students will use customer datasets and apply models/frameworks to generate insights and then synthesise the insights to communicate recommendations in response to marketing problems/opportunities. Length: 2500 words

On successful completion you will be able to:

- Apply models/frameworks to generate marketing insights from data.
- Synthesise insights and communicate recommendations to marketing decision-makers.

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

DELIVERY FORMAT

- This unit will be delivered in online and face-to-face modes.
- 3 hours per week consisting of 1 hour of online lecture and one 2-hour workshop each week.
- Students enrolled in ONLINE DELIVERY: 1-hour online recorded lecture on a weekly basis, plus a 2 hour online weekly workshop.
- Students enrolled in FACE-TO-FACE DELIVERY: 1-hour online recorded lecture on a weekly basis, plus a 2 hour face-to-face weekly workshop on campus.
- The timetable for classes can be found on the University website at: <http://www.timetable.s.mq.edu.au/>

PRESCRIBED TEXT

- Joseph Hair, Dana E. Harrison and Haya Ajjan (2021) “*Essentials of Marketing Analytics (International Student Edition)*” McGraw-Hill Education - ISBN13: 9781264263608; ISBN10: 1264263600

RECOMMENDED TEXT

- Winsoton, Wayne L. (2014), ***Marketing Analytics: Data-Driven Techniques with Microsoft Excel***, John Wiley & Sons, Indianapolis, IA (Ebook is also available from

publisher's site).

- Rajkumar Venkatesan, Paul Farris and Ronald T. Wilcox (2015) “*Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands-On Learning*” Pearson Education - ISBN-13: 978-0133552522; ISBN-10: 0133552527
- Mike Grigsby (2018) “***Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques***” 2nd Edition, Kogan Page, ISBN 978 0 7494 8216 9; E-ISBN 978 0 7494 8217 6

TECHNOLOGY NEEDS

- Students will need to have access to a personal computer, with access to the Internet and word processing software.
- Software which will feature in the unit: MS-Word, MS-PowerPoint, MS-Excel, Tableau, Knime, (Python and Vensim are optional).

Unit Schedule

Please refer to iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://policies.smq.edu.au) (<https://policies.smq.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.smq.edu.au/support/study/policies) (<https://students.smq.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.smq.edu.au) (<https://policies.smq.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

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/.

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.