



MKTG3008

Marketing and Customer Insights

Session 2, In person-scheduled-weekday, North Ryde 2023

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit convenor and lecturer (Week 1-Week 5)

Cynthia Webster

cynthia.webster@mq.edu.au

Contact via Contact via Email or Zoom

Monday 2pm to 3pm, by appointment

Unit convenor and lecturer (Week 6-Week 9)

Joseph Chen

joseph.chen@mq.edu.au

Contact via Contact via Email or Zoom

Wednesday 1 pm to 2 pm, by appointment

Unit convenor and lecturer (Week 10-Week 12)

Husain Salilul Akareem

husainsalilul.akareem@mq.edu.au

Contact via Contact via Email or Zoom

Refer to iLearn, by appointment

Cynthia Webster

cynthia.webster@mq.edu.au

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2013 and MKTG2017

Corequisites

Co-badged status

Unit description

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.

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.

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 Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Qualitative Analysis Task</u>	30%	No	Week 6
<u>Quantitative Project</u>	40%	No	Week 11
<u>Practice-based Tasks</u>	30%	No	Week 2 to Week 12

Qualitative Analysis Task

Assessment Type ¹: Qualitative analysis task

Indicative Time on Task ²: 14 hours

Due: **Week 6**

Weighting: **30%**

This is an individual assessment that involves conducting qualitative analysis using various industry relevant software analytic tools on qualitative data, interpreting results and presenting a summary of the insights gained. Specific instructions and marking guide will be provided on iLearn. Analysis and video results summary

On successful completion you will be able to:

- Utilise data sources and variables to investigate marketing problems/opportunities.
- Synthesise insights and communicate recommendations to marketing decision-makers.

Quantitative Project

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **Week 11**

Weighting: **40%**

This is an individual assessment that involves conducting quantitative analysis using various industry relevant software analytic tools on a given dataset, interpreting results and writing a summary of the insights gained. Specific instructions and marking guide will be provided on iLearn. Analysis and 1,500 word results

On successful completion you will be able to:

- Utilise data sources and variables to investigate marketing problems/opportunities.
- Synthesise insights and communicate recommendations to marketing decision-makers.

Practice-based Tasks

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 15 hours

Due: **Week 2 to Week 12**

Weighting: **30%**

Various practice-based tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the workshops. They might include using different software such as Tableau, completion of worksheets, hands-on practices etc. There will be minimum of three tasks. Each task is worth 10%

On successful completion you will be able to:

- Apply models/frameworks to generate marketing insights from data.

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

RECOMMENDED READING AND RESOURCES

1. Fischer, E. and Guzel, G.T., 2023. The case for qualitative research. *Journal of Consumer Psychology*, 33(1), pp.259-272.
2. Thompson, C.J., Mick, D.G., van Osselaer, S.M. and Huber, J., 2023. Commentaries on "The case for qualitative research". *Journal of Consumer Psychology*, 33(1), pp.273-282.
3. Grodal, S., Anteby, M. and Holm, A.L., 2021. Achieving rigor in qualitative analysis: The role of active categorization in theory building. *Academy of Management Review*, 46(3), pp.591-612.
4. Orazi, D.C. and van Laer, T., 2023. There and back again: Bleed from extraordinary experiences. *Journal of Consumer Research*, 49(5), pp.904-925.

5. Van Laer, T., Edson Escalas, J., Ludwig, S. and Van Den Hende, E.A., 2019. What happens in Vegas stays on TripAdvisor? A theory and technique to understand narrativity in consumer reviews. *Journal of Consumer Research*, 46(2), pp.267-285.
6. Nussbaumer Knaflig, C., 2015. Storytelling with data: a data visualization guide for business professionals. *Hoboken: John Wiley & Sons*, 2, pp.165-185.
7. Nussbaumer Knaflig, C., 2019. *Storytelling with data: let's practice!*. John Wiley & Sons.
8. <https://www.storytellingwithdata.com/>

Additional recommended readings and resources will be provided on [iLearn](#).

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: Displayr, Python.

DELIVERY FORMAT

- 3 hours per week consisting of 1 hour of online lecture and one 2-hour workshop each week.
- The timetable for classes can be found on the University website at: <http://www.timetable.s.mq.edu.au/>

Unit Schedule

Please refer to [iLearn](#) for more detailed information about Unit Schedule.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<https://policies.s.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>). 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

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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

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.