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https://unitguides.mq.edu.au/unit_offerings/164263/unit_guide/print
General Information

Unit convenor and teaching staff
Unit Convenor
Fei Guo
fei.guo@mq.edu.au

Credit points
10

Prerequisites
70cp at 1000 level or above

Co-badged status

Unit description
Demographic factors are important in affecting market segmentation and business behaviour. Managers in private and public sectors often utilise and analyse relevant demographic data to assist their decision making. In this unit, students learn the application of a range of demographic techniques in analysing and understanding market segmentation and demographically diverse business behaviour. Students are provided with access to the major sources of demographic data and employ data analytics tools. Contemporary demographic issues are examined in a range of contexts.

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: Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.

ULO2: Gain practical skills on evaluating data, information and literature to solve problems.

ULO3: Analyse aspects of sustainable development, such as the impacts of demographic changes on resources, consumption, and business decision making.
# General Assessment Information

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 apply for [Special Consideration](#).

## Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report 1</td>
<td>30%</td>
<td>No</td>
<td>Week 6</td>
</tr>
<tr>
<td>Report 2</td>
<td>30%</td>
<td>No</td>
<td>Week 12</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
<td>No</td>
<td>Weekly</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
<td>No</td>
<td>University examination period</td>
</tr>
</tbody>
</table>

**Report 1**

Assessment Type ¹: Report  
Indicative Time on Task ²: 15 hours  
Due: **Week 6**  
Weighting: **30%**

A report of 1,500 words worth 30%.

On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Gain practical skills on evaluating data, information and literature to solve problems.
- Analyse aspects of sustainable development, such as the impacts of demographic changes on resources, consumption, and business decision making.

**Report 2**

Assessment Type ¹: Report
Indicative Time on Task 1: 15 hours
Due: Week 12
Weighting: 30%

A report of 1,500 words worth 30%.

On successful completion you will be able to:
  • Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
  • Gain practical skills on evaluating data, information and literature to solve problems.

Class Participation
Assessment Type 1: Participatory task
Indicative Time on Task 2: 10 hours
Due: Weekly
Weighting: 10%

Individual participation throughout the unit will be graded.

On successful completion you will be able to:
  • Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
  • Gain practical skills on evaluating data, information and literature to solve problems.
  • Analyse aspects of sustainable development, such as the impacts of demographic changes on resources, consumption, and business decision making.

Final Exam
Assessment Type 1: Examination
Indicative Time on Task 2: 15 hours
Due: University examination period
Weighting: 30%

A two-hour final examination will be held during the University Examination Period.
On successful completion you will be able to:

- Identify and describe demographic concepts and techniques to analyse consumer populations in Australia and other countries.
- Analyse aspects of sustainable development, such as the impacts of demographic changes on resources, consumption, and business decision making.

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**

Please refer to this unit's iLearn page.

**Unit Schedule**

Please refer to this unit's iLearn page.

**Policies and Procedures**

Macquarie University policies and procedures are accessible from 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
- Assessment Procedure
- Complaints Resolution Procedure for Students and Members of the Public
- Special Consideration Policy

Students seeking more policy resources can visit Student 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 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](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/](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.

Unit information based on version 2024.04 of the Handbook