MKTG2017

Qualitative Insights

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Marketing

Contents

General Information

Unit convenor and teaching staff
Unit Convenor
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Wednesdays 5 to 6pm

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Credit points
10

Prerequisites
40cp at 1000 level or above including MKTG1001

Corequisites
MKTG1003

Co-badged status

Unit description

Qualitative insights provide organisations with an in-depth perspective of emerging market trends and novel consumer behaviours. Organisations use qualitative insights to better engage and deliver value to their customers, identify new opportunities and fuel their competitive advantage.

This unit equips students with knowledge of the role, theory and methods used in qualitative research. Students will develop skills in qualitative research design, data collection and analysis, including the use of different software packages. Students will also learn how to interpret and translate results to deliver strategic insights, and effectively deliver their findings through both oral and written communication.

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: Apply qualitative research skills and analytic techniques, individually and/or in collaboration, to derive marketing and consumer insights.

ULO2: Critically evaluate qualitative approaches, theories and techniques in deriving research insights.

ULO3: Demonstrate global sustainable thinking to create coherent and theoretically rigorous arguments to address marketing problems.

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 apply for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
Video Presentations	15%	No	Week 12
Practice-Based Task	40%	No	Weekly 1 to 7
Qualitative Analysis	45%	No	Week 10

Video Presentations

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 10 hours
Due: **Week 12**
Weighting: **15%**

This is a group assessment task that involves creating a video presentation examining a sustainability challenge facing the world today by identifying reasons why the issue has not been solved and providing innovative ways marketing can address the problem. 50% will be assessed on individual contribution and 50% based on the group presentation. Specific instructions and marking guide will be provided on iLearn.

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Practice-Based Task

Assessment Type [1]: Practice-based task
Indicative Time on Task [2]: 15 hours
Due: **Weekly 1 to 7**
Weighting: **40%**

Various practice-based tasks will be given throughout the semester. Some of these are take-home tasks, others are to be completed during the tutorials. They might include completion of worksheets, hands-on practices etc. There will be minimum four random collections of those tasks. Each task is worth 10%.

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Qualitative Analysis

Assessment Type [1]: Qualitative analysis task
Indicative Time on Task [2]: 20 hours
Due: **Week 10**
Weighting: **45%**

This is an individual assessment that involves conducting qualitative analysis using NVivo on the data generated in the online focus groups , interpreting results and writing a summary of the insights gained. Specific instructions and marking guide will be provided on iLearn. NVivo analysis and 1,000 word results summary

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- Critically evaluate qualitative approaches, theories and techniques in deriving research insights.

[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 iLearn for details.

Unit Schedule

Week	Lecture Topic	Workshop Activities	Assessments and Other significant information	Required Readings and Viewings
Week 1	Introduction to Qualitative Research	Unit Guide and Assessments Forming Groups Introduction to Qualitative Research	FORM GROUPS	**Chapter 1** **Longo et al. (2019)**
Week 2	Research Design & Data Collection Aids	Designing Research Questions **PRACTICE BASED TASK 1** **SDG's & Business**	GROUPS MUST BE FORMED BY THIS WEEK DOWNLOAD NVivo 14 TO COMPUTERS	**Chapter 2** **Access NVivo**
Week 3	Depth Interviews	Depth Interviews **PRACTICE BASED TASK 2** **Interview Guide**	**Please ensure that you have successfully downloaded NVivo 14 on to your computer.**	**Chapter 3**
Week 4	Focus Groups	Online Focus Groups **PRACTICE BASED TASK 3** **Focusgroupit** **COMPULSORY**	**Assessment Tasks** **Due** **PLEASE SUBMIT** **PBT1 &/or PBT2** **on Monday Week 4 by 11.55pm** **Assessment Task Due** **PLEASE SUBMIT** **PBT4 Part 1 PHOTO COLLAGE Audit** **on SUNDAY Week 4 by 11.55pm**	**Conducting Focus Groups** **https://www.youtube.com/watch?v=Auf9pkuCc8k** **Check your emails for a link to "Focusgroupit"**

Week 5	Ethnography and Observations	Ethnography **PRACTICE BASED** **TASK 4** **Audit and Ethnography**	**Assessment Task Due** **PLEASE COMPLETE PBT3** **on Friday Week 5 by 11.55pm** **This is a compulsory PBT**	**Chapter 4** **Elms et al. (2016).**
Week 6	Online Observations and Netnography	Netnography **PRACTICE BASED** **TASK 5** **See Think Wonder**	**Assessment Task Due** **PLEASE SUBMIT** **PBT4 Part 2** **Audit and Ethnographic Theory vs Practice** **on Monday Week 6 by 11.55pm** **Assessment Task Due** **PLEASE SUBMIT** **PBT5** **Post Discussion Summary** **on Friday Week 6 by 11.55pm.** **You must submit either PBT4 or PBT5**	**Chapters 5 & 6**
Week 7	Approaches to Data Analysis	Open Coding **PRACTICE BASED TASK 6** **Manual Coding** **COMPULSORY**	**Assessment Task Due** **PLEASE SUBMIT** **PBT6** **on Friday Week 7 by 11.55pm** **This is a compulsory PBT** *Your tutor will have more details on submission of PBT6 during your workshop.*	**Chapter 7** **Video:** **The Power of Pets: How Animals Affect Human Health** **https://www.youtube.com/watch?v=dYFVvcz2UB4**
	No Classes	**Mid-Session Break**	**14th to 25th April**	**Note:** **ANZAC Day and EASTER occur during the mid- session break**

Week 8	Data Analysis Software	Coding Using NVivo	*Your tutor will have more details coding and A2 during your workshop.*	Video: **NVivo and Thematic / Content Analysis.** **https://youtu.be/5s9-rg1ygWs**
Week 9	Gaining Deeper Insights	Coding Using NVivo	*Your tutor will have more details on coding and A2 during your workshop.*	**Chapter 8**
Week 10	Disseminating Knowledge and Actionable Results	Interpretation & Results Writeup	**A2 QUALITATIVE ANALYSIS TASK** **Submit to Turnitin on Friday, Week 10, by 11.55pm**	**Chapter 9**
Week 11	Storytelling	Storytelling		**Value creation in consumption journeys** **Akaka & Schau (2019)**
Week 12	Videography	Videography	**A3 VIDEO PRESENTATIONS** **GROUP SUBMISSION** **Submit to Turnitin on SUNDAY by 11.55pm**	Video: **Walk the Talk: Living with Positive HIV** **Kleppe & Caldwell (2011)**
Week 13	Review & Reflections	Video Screenings	**A3 WRITTEN SUMMARY** **INDIVIDUAL SUBMISSION** **Submit to Turnitin on Friday by 11.55pm**	**Chapter 10**

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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). 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) 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 connect.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 the Service Connect Portal, 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 2025.05 of the Handbook