



MKTG2002

Marketing Research

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

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr Helen Siuki

helen.siuki@mq.edu.au

Contact via email

4 Eastern Rd, room 240

Wed 3-4 pm

Credit points

10

Prerequisites

40cp at 1000 level or above including MKTG1001

Corequisites

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: Design and apply qualitative and quantitative research to explore real-world

market issues and opportunities, individually and/or in collaboration

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

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
Professional practice: Qualitative Report (Group)	30%	No	11/04/2025
Professional practice: Quantitative Report (Individual)	40%	No	06/06/2025
Skills development: Research Project Reflection	30%	No	26/05/2025

Professional practice: Qualitative Report (Group)

Assessment Type ¹: Project

Indicative Time on Task ²: 20 hours

Due: **11/04/2025**

Weighting: **30%**

The purpose of this assessment is for you to engage in qualitative research and data analysis to establish a solid foundation in your research topic area. You will research your topic, gather insights using qualitative research methods, analyse your data and report your findings. **Skills in focus:** - Research skills - Analytical skills - Critical thinking **Deliverable:** Written report [max. 2,000 words] Group assessment

On successful completion you will be able to:

- Design and apply qualitative and quantitative research to explore real-world market issues and opportunities, individually and/or in collaboration

- Apply market research knowledge and skills to interpret research results and communicate results and recommendations in a professional manner

Professional practice: Quantitative Report (Individual)

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **06/06/2025**

Weighting: **40%**

The purpose of this assessment is for you to gain expertise in quantitative data collection, analysing the data to identify patterns and relationships that will enable you to make managerial recommendations. You will conduct a survey and use industry-standard software to gain insights from the data which will form the basis for a professional report. **Skills in focus:** - Analytical skills - Digital skills - Communication skills **Deliverable:** Written report [max. 2,000 words] Individual assessment

On successful completion you will be able to:

- Evaluate marketing research principles, techniques, and tools
- Design and apply qualitative and quantitative research to explore real-world market issues and opportunities, individually and/or in collaboration
- Apply market research knowledge and skills to interpret research results and communicate results and recommendations in a professional manner

Skills development: Research Project Reflection

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 20 hours

Due: **26/05/2025**

Weighting: **30%**

The purpose of this assessment is for you to critically evaluate your learning experiences throughout the research project, reflecting on the methods, challenges, and insights to deepen your understanding of the research process. You will actively review your research activities and your engagement with the unit and its materials. **Skills in focus:** - Critical reflection - Problem-solving - Analytical skills - Communication skills **Deliverable:** Reflective report [max. 1,500 words] Individual Assessment

On successful completion you will be able to:

- Evaluate marketing research principles, techniques, and tools
 - Design and apply qualitative and quantitative research to explore real-world market issues and opportunities, individually and/or in collaboration
 - Apply market research knowledge and skills to interpret research results and communicate results and recommendations in a professional manner
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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 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 2-hour online weekly tutorials.
- **Students enrolled in FACE-TO-FACE DELIVERY:** there will be 1-hour online pre-recorded lecture on a weekly basis, plus a 2-hour face-to-face weekly tutorials on campus.

Classes

- **Pre-recorded lectures** will be available on iLearn prior to each tutorial session.
- **Tutorials** include in-class activities (group or individual), consultations and feedback sessions with tutors, and reflective writing.
- **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 tutorials.**
- 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, Qualtrics, 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 and recordings, web-links, articles, etc that 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 see [ilearn](#) for details.

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 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.

Changes from Previous Offering

Some changes have been made to assessment tasks, and deliverables, please see [iLearn](#) for details.

Unit information based on version 2025.03 of the [Handbook](#)