



MKTG2002

Marketing Research

Session 2, Online-scheduled-weekday 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Dr Helen Siuki

helen.siuki@mq.edu.au

Contact via email

4 Eastern Rd, room 240

Tuesday 2-3pm, Zoom/ F2F

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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension **before the due date**.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Qualitative report (Group)	30%	No	06/09/2026	Group	No	Open AI
Professional practice: Quantitative report (Individual)	40%	No	06/11/2026	Individual	Yes	Open AI
Skills development: Research project reflection	30%	No	23/10/2026	Individual	Yes	Open AI

Professional practice: Qualitative report (Group)

Assessment Type ¹: Professional task

Indicative Time on Task ²: 20 hours

Due: **06/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

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:

- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): 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: Professional task

Indicative Time on Task ²: 30 hours

Due: **06/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

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:

- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): 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: Reflection task

Indicative Time on Task ²: 20 hours

Due: **23/10/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

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 thinking and problem solving
- Discipline knowledge

Deliverable(s): 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

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

- Academic Success 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.

³ An automatic short extension is available for some assessments. Apply through the Service Connect Portal.

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

- **Recommended text:** MacDaniel, C., Gates, R. and Siuki, H. (2025). Marketing Research, 1st Edition. Wiley, p.358. (online at: <https://www.wileydirect.com.au/blog/buy/marketing-research-1st-edition/>)

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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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

No major changes.

Unit information based on version 2026.02 of the [Handbook](#)