



MKTG8005

Applied Marketing Research

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	7
<u>Policies and Procedures</u>	7

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General Information

Unit convenor and teaching staff

Unit Convenor/Lecturer

Jun Yao

jun.yao@mq.edu.au

Contact via Contact via Email

Room 207, 4 Eastern Road

Thursday 1:00pm - 2:00pm

Credit points

10

Prerequisites

MKTG8015 or BUSA8000

Corequisites

Co-badged status

Unit description

The business environment is changing at a rapid pace. Managers use marketing research to keep abreast of market changes, identify market opportunities, and to access accurate information to reduce uncertainty in marketing decision-making. In this unit, students will develop knowledge of marketing research principles and practices, and critical analysis and creative thinking skills to manage marketing research projects. Students will learn different research approaches and design, and implement marketing research. More specifically, students will learn to collaborate with their peers to identify a marketing problem, develop research instruments, identify samples, and collect data. Students will develop skills to apply statistical analysis software using real data and analyse the data and provide information to solve marketing problems and support marketing decisions. Students will advance extra employability skills by exercising professional judgment throughout all stages of research to identify opportunities and solve complex marketing problems.

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: Critically analyse, share and explain the principles and practices of marketing

research

ULO2: Design and implement marketing research projects in collaboration with peers

ULO3: Analyse data and report findings that support marketing decisions

ULO4: Exercise professional judgment throughout all stages of research to identify opportunities and solve complex marketing problems

General Assessment Information

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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Communicating qualitative research	30%	No	28/08/2026	Group	No	Open AI
Skills development: Quantitative research proposal	30%	No	18/09/2026	Individual	Yes	Open AI
Skills development: Quantitative research analysis	40%	No	06/11/2026	Individual	Yes	Open AI

Professional practice: Communicating qualitative research

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 25 hours

Due: **28/08/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to conduct a qualitative study using interviews and thematic analysis to explore a given research topic.

You will gain hands-on experience in collecting and analysing qualitative data, identifying key themes, and interpreting findings.

Skills in focus:

- Discipline knowledge
- Collaboration and communication
- Critical thinking and problem solving
- Work readiness

Deliverable(s): recorded presentation (max 20 minutes), with accompanying slides PowerPoint slides [max.10 slides]

Group assessment

On successful completion you will be able to:

- Critically analyse, share and explain the principles and practices of marketing research
- Design and implement marketing research projects in collaboration with peers
- Analyse data and report findings that support marketing decisions
- Exercise professional judgment throughout all stages of research to identify opportunities and solve complex marketing problems

Skills development: Quantitative research proposal

Assessment Type ¹: Professional task

Indicative Time on Task ²: 25 hours

Due: **18/09/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to develop skills in designing a quantitative survey research study by creating a research proposal.

You will use the findings from your qualitative study to identify the research problem, formulate research questions, develop hypotheses, outline the research design, and design a questionnaire for data collection.

Skills in focus:

- Discipline knowledge
- Critical thinking and problem solving

Deliverable(s): Written report [max. 2,000 words]

Individual assessment

On successful completion you will be able to:

- Critically analyse, share and explain the principles and practices of marketing research
- Exercise professional judgment throughout all stages of research to identify opportunities and solve complex marketing problems

Skills development: Quantitative research analysis

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 develop quantitative research skills in data analysis and research reporting by preparing a comprehensive research report.

You will analyse the provided dataset, apply appropriate analytical methods to address a set of research questions, effectively communicate your findings, and propose recommendations based on your scientific findings to identify marketing opportunities and address marketing challenges.

Skills in focus:

- Discipline knowledge
- Digital skills
- Critical thinking and problem solving
- Communication skills

Deliverable(s): Written report [max.2,500 words]

Individual assessment

On successful completion you will be able to:

- Critically analyse, share and explain the principles and practices of marketing research
- Analyse data and report findings that support marketing decisions

- Exercise professional judgment throughout all stages of research to identify opportunities and solve complex marketing problems

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

Modes of Delivery

This unit has 3 hours of teaching per week, consisting of 1 x 1-hour lecture and 1 x 2-hour seminar as per unit schedule during the semester. Seminars commence in Week 1.

One-hour Lecture: PowerPoint Slides and pre-recording videos will be available on iLearn; students do not need to attend any lectures.

Two-hour Seminar: Seminars are presented in face-to-face mode. Students should enrol only in one seminar based on their preference. The seminar starts from week one. The timetable for seminars can be found on the University web site at: <http://www.timetables.mq.edu.au>.

Prescribed text

Zikmund, W. G., Lowe, B., Winzar, H., D'Alessandro, S., & Babin, B. J. (2020). *Marketing research* (Fifth edition.). South Melbourne, Victoria: Cengage Learning.

Technology Used and Required

- Please ensure that you have access to a personal computer so you are able to access the internet, use word processing software and PowerPoint program that are required for the preparation of assignments and presentations.
- Students will learn and exercise data analysis techniques with SPSS statistical software using AppStream platform provided by the university during some seminars. It is necessary that you have your personal computer/laptop in the seminar to access to the platform. Course materials are available on the learning management system (iLearn) at: <http://ilearn.mq.edu.au>.
- Students will find teaching resources to assist their study on iLearn, such as lecture notes, practice questions, and other resources. Students are required to check iLearn regularly for announcements.

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 the web site. Resource materials include lecture slides, tutorial exercises and assessment materials. There is also a forum for student interaction and contact with faculty. You should consult the course Website several times per week for messages and updates.

What is expected from students?

This unit is a seminar/lab-based. This unit is a 1x1 hour lecture and a 1x2 hour seminar in active learning space/computer lab per week over 13 weeks. The total time commitment required for this unit is a minimum of 150 hours. Specifically, in addition to the 3 hours of lecture/seminar contact per week, students are expected to devote an additional 10 hours to self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision. It is expected that all students come to the lecture/seminar on time and fully prepared for discussion. Group work is a focus of analysing, developing, and implementing different issues related to marketing research in practice and therefore also in this unit. Students should make sure to allocate the necessary time and attention needed to work with their group during the semester.

Satisfactory Completion of Unit

It is normally expected that students attempt all assessment tasks for this unit. Students are required to accumulate at least 50% of the total marks possible in order to satisfactorily pass this unit.

Unit Schedule

Please refer to [iLearn](#) for more details.

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) (<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.

Unit information based on version 2026.03 of the [Handbook](#)