MKTG202
Marketing Research
S1 Day 2015
Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Unit Convenor, Lecturer
Jie Meng
jie.meng@mq.edu.au
Contact via jie.meng@mq.edu.au
E4A 521
To be announced on iLearn

Tutor
Alex Belli
alex.belli@mq.edu.au
Contact via Email
TBA
TBA

Tutor
Chaminda Wijethi Namhele Wijethilake Mudiyanselage Gedara
chaminda.wijethilake@mq.edu.au
Contact via Email
TBA
TBA

Tutor
Jennifer Lai
jennifer.lai@mq.edu.au
Contact via Email
TBA
TBA

Tutor
Trisha Koslow
trisha.koslow@mq.edu.au
Contact via Email
TBA
TBA

Yang Yang
yang.yang@mq.edu.au

Credit points
3
Prerequisites
MKTG101

Corequisites

Co-badged status

Unit description
This unit reviews the quantitative research techniques acquired in earlier units and introduces some qualitative methods. New and emerging research methods also are presented. The unit concentrates on the application of primary research techniques to problems confronting marketing managers in strategic and operational situations. While the emphasis is on applications, students will be expected to be able to appreciate the differences in techniques and to be able to select appropriate methodologies that will produce relevant information for decision making. The focus will be on placing research methodology into a decision-making context.

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:

- Understand the need for, and uses of, marketing research.
- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Understand and design processes involved in transforming raw data to usable marketing information.
- Be capable of critically evaluating research methods and output reporting.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>40%</td>
<td>Weeks #4, #7, #12</td>
</tr>
<tr>
<td>Class test</td>
<td>10%</td>
<td>Weeks #6</td>
</tr>
<tr>
<td>Assessed Coursework</td>
<td>10%</td>
<td>Friday Midnight Week #10</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>
Assignments
Due: **Weeks #4, #7, #12**
Weighting: **40%**

Submission

Online submission through iLearn in three parts:

1. Progress Report A (individually): 10% results of qualitative research - exploratory study
2. Progress Report B (by group): 10% proposal for quantitative survey study
3. Final Report (by group): 20% Integrated complete report as for a client. Topics, marking guides and templates are available on the unit site on iLearn

Extension and penalties:

- No extensions will be granted for the Progress Report A (individual task) and B (group task). Students who have not submitted the tasks prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption of Studies is made and approved.
- No extensions will be granted to the Final Report (group task). Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission - 40% penalty applies). This penalty does not apply for cases in which an application for Disruption of Studies is made and approved.

No transfer of marks from these assessments to the final exam.

On successful completion you will be able to:

- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Understand and design processes involved in transforming raw data to usable marketing information.

Class test
Due: **Weeks #6**
Weighting: **10%**

- In-class online test (Week 6), in tutorial period (10%).

Extension and Penalties:
• No extensions will be granted. Students who have not submitted the task prior to the
deadline will be awarded a mark of 0 for the task, except for cases in which an
application for Disruption of Studies is made and approved.

• Students must finish all the iLearn weekly quizzes before week 6 tutorial to progress to
the quiz link. Failure to do so will cause an individually-processed deferred quiz invigilated
by unit convenor in another time.

No transfer of marks from this assessment to the final exam.

On successful completion you will be able to:
  • Understand the need for, and uses of, marketing research.
  • Understand and design many of the various data-gathering techniques relevant for
marketing decisions.
  • Understand and design processes involved in transforming raw data to usable marketing
information.
  • Be capable of critically evaluating research methods and output reporting.

Assessed Coursework
Due: **Friday Midnight Week #10**
Weighting: **10%**

- **PeerWise** is a place for students to create, share and evaluate assessment questions
  with their classmates. *This service is external to iLearn, and requires a separate log-in
  procedure.*

- 10 marks are awarded for contribution to the PeerWise service by writing, answering,
  commenting, rating questions that are related with the theories and practices
  in marketing research. More details are provided on the unit website.

Extension and Penalties:

- No extensions will be granted for this PeerWise activities. Students who have not
  submitted the task prior to the deadline will be awarded a mark of 0 for the task, except
  for cases in which an application for Disruption of Studies is made and approved.

- Contents created by students are supervised and awarded with badges of appropriate
types, which earns students up to 10 marks. Irrelevant questions and comments will be
  deleted by unit convenor.

No transfer of marks from these assessment tasks to the final exam.
On successful completion you will be able to:

- Understand the need for, and uses of, marketing research.
- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Understand and design processes involved in transforming raw data to usable marketing information.
- Be capable of critically evaluating research methods and output reporting.

**Final Examination**

**Due:** University Examination Period  
**Weighting:** 40%

- A combination of Short-Answer and MCQ designed to test your understanding and application of all parts of the unit.

On successful completion you will be able to:

- Understand the need for, and uses of, marketing research.
- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Understand and design processes involved in transforming raw data to usable marketing information.
- Be capable of critically evaluating research methods and output reporting.

**Delivery and Resources**

**Classes**

- 3 hours face-to-face teaching per week consisting of for example: 1 x 2-hour lecture and 1 x 1-hour tutorial/lab exercises
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

**Required and Recommended Texts and/or Materials**

**Prescribed text:**


**Recommended texts:**
Unit guide MKTG202 Marketing Research

- Emerson, L. (2013), *Writing Guidelines for Business Students, 5ed.* Cengage:
  ISBN-10: 0170216381

These texts can be purchased from the Macquarie University Co-op Bookshop.
They are also available in the Macquarie Library.

**Technology Used and Required**

- Students will need to have access to a personal computer, with access to the Internet
  and word processor software.
- In laboratories, we will use MS-Word, MS-Excel, and SPSS statistical software.

**Unit Web Page**

- The web page for this unit can be found at: iLearn [http://ilearn.mq.edu.au](http://ilearn.mq.edu.au)
- All announcements and resources will be available on the web site. Resource materials
  include lecture slides, practice questions, case studies and practice exam questions for
  both the within-semester and final exams. 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.

**Learning and Teaching Activities**

This unit is taught using lectures and tutorials.

- Lectures serve to highlight key topics and elaborate on important or difficult topics. They
  are not a summary of, or a substitute for, the textbook or other resources.
- Tutorials serve to give students practice in applying concepts and developing skills in
  critical and logical thinking, information gathering and analysis.

Students are expected to read in advance of lectures, and participate in all lecture presentations.
There is also an applied marketing research project assisting students to apply concepts
introduced in course to the marketing environment. This will be introduced within the lecture
presentations.

**Changes since Last Offering of This Unit**

A few changes are made to this unit since S2 2014:

1) The roles of teaching team are updated accordingly.

2) A few minor changes are made in assessments: *Progress Report A* is given 10 marks
   and remained as individual task due in Week 4; *Progress Report B* (10 marks) is changed into
   a **group task** due in Week 7; the *Major Report* as a group task (20 marks) is due one week.
earlier, in **Week 12.**

3) PeerWise contribution (10 marks) terminates in **Week 10.**

4) Timetable of weekly teaching activities has been update in accordance with the university calendar.

## Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes/ tutorial activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Course Introduction</td>
<td>Ch. 1</td>
<td>No tutorials this week.</td>
</tr>
<tr>
<td></td>
<td>Marketing Research</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Types of Data and Exploratory Research</td>
<td>Ch. 3, 4</td>
<td>Interviews &amp; Focus Groups</td>
</tr>
<tr>
<td>4</td>
<td>Survey Technique and Projective Method</td>
<td>Ch. 5, 6</td>
<td>Projective techniques</td>
</tr>
<tr>
<td>5</td>
<td>Causal Research and Experiment</td>
<td>Ch. 7</td>
<td>Print and bring your Progress Report A to class and exchange it for peer assessment and discussion in tutorial.</td>
</tr>
<tr>
<td>6</td>
<td>Questionnaire Design</td>
<td>Ch. 8, 9</td>
<td>In-Class Quiz in tutorials: 30 Mar - 1 Apr.</td>
</tr>
<tr>
<td>8</td>
<td>Data Editing &amp; Coding</td>
<td>Ch. 11</td>
<td>Print and bring your Progress Report B to class and exchange it for peer assessment and discussion in tutorial. Univariate Statistics: Qualtrics Output</td>
</tr>
<tr>
<td>9</td>
<td>Data Analysis Part I</td>
<td>Ch. 12</td>
<td>Summarising data with SPSS and Excel</td>
</tr>
<tr>
<td>10</td>
<td>Data Analysis Part II</td>
<td>Ch. 13</td>
<td>Univariate Statistics: Qualtrics Output PeerWise Activities due on Midnight Friday, 15 May.</td>
</tr>
</tbody>
</table>
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:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student_conduct/](https://students.mq.edu.au/support/student_conduct/)

Results

Results shown in iLearn, 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.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:
• all academic work claimed as original is the work of the author making the claim
• all academic collaborations are acknowledged
• academic work is not falsified in any way
• when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

### Grades

Macquarie University uses the following grades in coursework units of study:

- **HD** - High Distinction
- **D** - Distinction
- **CR** - Credit
- **P** - Pass
- **F** - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


### Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.


### 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/)

### Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- **Workshops**
- **StudyWise**
- **Academic Integrity Module for Students**
- **Ask a Learning Adviser**
Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

• Understand the need for, and uses of, marketing research.
• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Be capable of critically evaluating research methods and output reporting.

Assessment tasks

• Assignments
• Class test
• Assessed Coursework
• Final Examination
Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systematically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Understand and design processes involved in transforming raw data to usable marketing information.
- Be capable of critically evaluating research methods and output reporting.

Assessment tasks

- Assignments
- Assessed Coursework
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Understand the need for, and uses of, marketing research.
- Understand and design many of the various data-gathering techniques relevant for marketing decisions.
- Understand and design processes involved in transforming raw data to usable marketing information.
- Be capable of critically evaluating research methods and output reporting.

Assessment tasks

- Assignments
- Class test
Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

• Understand and design many of the various data-gathering techniques relevant for marketing decisions.
• Understand and design processes involved in transforming raw data to usable marketing information.
• Be capable of critically evaluating research methods and output reporting.

Assessment tasks

• Assignments
• Assessed Coursework
• Final Examination

Research and Practice

• This unit uses research by Macquarie University researchers (Zikmund et al., 2014 and other resources on iLearn).
• This unit uses research from external sources (Zikmund et al., 2014 and other resources on iLearn).
• This unit gives you opportunities to conduct your own research.