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**Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
**General Information**

Unit convenor and teaching staff  
Senior Lecturer in Business  
Dr Chris Baumann  
chris.baumann@mq.edu.au  
Contact via chris.baumann@mq.edu.au  
E4A315  
Thursdays 2.30-4.30pm

Yang Yang  
yang.yang@mq.edu.au

Credit points  
3

Prerequisites  
48cp and permission of Executive Dean of Faculty

Corequisites

Co-badged status

Unit description  
This unit is designed for students to pursue study in an area that is of particular interest to them. The content of the unit, including teaching and learning activities, will be agreed between the student and the unit convenor (or delegate) prior to enrolment in the unit. The content and delivery of the unit will be in accordance with relevant University policies. The outcomes and graduate capabilities developed in the unit will vary but will be appropriate to the advanced level of the unit. As well as having significant knowledge of the area to be studied the student is expected to be capable of self-directed learning. Polished proposals with full reference of no less than 15 pages will be considered if a suitable supervisor has been nominated and publication potential identified.

**Important Academic Dates**  
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

**Learning Outcomes**  
1. Investigate a marketing research topic (to be confirmed by the supervisor)  
2. Provide a thorough literature review with a clear establishment of a gap in the academic
3. Conduct research and analyse primary and/or secondary data
4. Provide a Discussion and Conclusion with clear implications for research and practice

Assessment Tasks

<table>
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<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tr>
<td>Research report</td>
<td>100%</td>
<td>Week 13</td>
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Research report

Due: **Week 13**
Weighting: **100%**

A research report has to be provided for marking that includes the following sections:

1) Introduction
2) Literature Review
3) Methodology
4) Discussion of Results
5) Conclusion

References
Appendix

This Assessment Task relates to the following Learning Outcomes:

- Investigate a marketing research topic (to be confirmed by the supervisor)
- Provide a thorough literature review with a clear establishment of a gap in the academic literature
- Conduct research and analyse primary and/or secondary data
- Provide a Discussion and Conclusion with clear implications for research and practice

Delivery and Resources

The student will be assigned an academic supervisor. The student will meet with the supervisor on a regular basis to discuss/evaluate progress.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](http://mq.edu.au/policy/docs/academic_honesty/policy.html). Students should be aware of the following policies in particular with regard to Learning and Teaching:

The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.

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](http://ask.mq.edu.au).

**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**

**Student Enquiry Service**

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

**Equity Support**

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.
IT Help
For help with University computer systems and technology, visit http://informatics.mq.edu.au/help. When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

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
- Conduct research and analyse primary and/or secondary data
- Provide a Discussion and Conclusion with clear implications for research and practice

Assessment task
- Research report

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
- Investigate a marketing research topic (to be confirmed by the supervisor)
- Provide a thorough literature review with a clear establishment of a gap in the academic literature
- Provide a Discussion and Conclusion with clear implications for research and practice
Assessment task

• Research report

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 systemically 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

• Investigate a marketing research topic (to be confirmed by the supervisor)
• Provide a thorough literature review with a clear establishment of a gap in the academic literature
• Conduct research and analyse primary and/or secondary data
• Provide a Discussion and Conclusion with clear implications for research and practice

Assessment task

• Research report

Changes from Previous Offering

There are no changes from the previous offering.