MKTG805
Applied Marketing Research
S1 Day 2016
Dept of Marketing and Management

Contents

General Information 2
Learning Outcomes 2
Assessment Tasks 3
Delivery and Resources 6
Unit Schedule 8
Policies and Procedures 9
Graduate Capabilities 10
Changes from Previous Offering 12
Global contexts & Sustainability 12
Research and Practice 12

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
Unit Convenor
Dr Cathy Y. Xu
cathy.xu@mq.edu.au
Contact via cathy.xu@mq.edu.au
Room 221, E4A Building
Friday 4:00pm - 5:00pm

Rebecca Young
rebecca.young@mq.edu.au

Credit points
4

Prerequisites
BUS651 or MKTG696

Corequisites

Co-badged status

Unit description
This unit exposes students to innovative and established techniques used by marketing professionals and research consultants to measure consumers' attitudes, preferences and behaviours. At the end of the unit students will be able to design and carry out research projects, critically evaluate research proposals, and evaluate research results so that they are useful for business practice.

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. Understand the role of marketing research in marketing management and the information system in practice.

2. Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.

3. Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
4. Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.

5. Aware and capable of addressing the ethical issues in marketing research practices.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>15%</td>
<td>Week 4&amp;12</td>
</tr>
<tr>
<td>Project Part A Plan &amp; Explore</td>
<td>30%</td>
<td>Week 5&amp;7</td>
</tr>
<tr>
<td>Project PartB - Report</td>
<td>30%</td>
<td>Week 12</td>
</tr>
<tr>
<td>Final Examination</td>
<td>25%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

Participation

Due: **Week 4&12**
Weighting: 15%

This assignment is designed to develop your project management skills in the context of marketing research, and provide an opportunity of peer interaction and support. The assignment involves two specific tasks:

- **Task 1 Progress Journal (10%)** - To individually prepare a project journal briefly recording your own progress/milestones on a fortnight basis from Week 2. This journal will be randomly checked in tutorials and to be submitted to turnitin on iLearn by **12:00 (Noon) in Week 12**. We do not require you to submit a hard copy of the journal;

- **Task 2 Participation (5%)** - To play the role of a client in **Week 4 tutorial**, questioning and commenting on peer students' presentation of research proposal as assigned;

More detailed project instructions will be provided on iLearn and discussed in class.

No extensions will be granted. Students who have not attended/commented on the peer presentation (Task 2, 5%) as scheduled or not submitted the progress journal (Task 1, 10%) by the deadline will be awarded a mark of 0 for the task respectively, except for cases in which an application for Disruption of Studies is made and approved.

This Assessment Task relates to the following Learning Outcomes:

- Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.

Project Part A Plan & Explore

Due: **Week 5&7**

https://unitguides.mq.edu.au/unit_offerings/55106/unit_guide/print
Weighting: 30%

Through completing this group assignment you will gain hands-on experience of research design, proposal presentation and exploratory research. The assignment will also develop your capability of evaluating the use of different research approaches and methods within a chosen marketing context. It will involve two major tasks:

- **Task 1 Research Proposal (15%)**: Students to identify and define a research problem to be addressed, based on which a research plan is to be proposed as if you are a marketing research agency pitching to a potential client. This research proposal will be **presented and discussed** with your client (a group of fellow students) in **Week 5 tutorial**. Meantime, a **soft copy** of the research proposal is to be submitted to turnitin on iLearn by **12:00 (Noon) Friday in Week 5**. We do not require you to submit a hard copy of this research proposal.

- **Task 2 Exploratory Research (15%)**: Based on the research proposal, you will then conduct exploratory research using qualitative methods such as in-depth interviews or focus groups to gain initial understanding of the research problem and thus develop a survey questionnaire for collecting quantitative data in the next stage of research project. A brief report of your exploratory research and the thereby drafted survey questionnaire is to be submitted to turnitin on iLearn by **12:00 (Noon) Friday in Week 7**. We do not require you to submit a hard copy of the report.

More detailed project instructions will be provided on iLearn and discussed in class.

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Understand the role of marketing research in marketing management and the information system in practice.
- Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
- Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
- Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.
- Aware and capable of addressing the ethical issues in marketing research practices.
Project Part B - Report

Due: **Week 12**

Weighting: **30%**

This assessment is designed to develop students to further implement their research and towards the end independently prepare a report as the major output of the research project. The preparation of this research report will involve three key steps:

- **Step 1**: Transfer to Qualtrics (the online survey tool/platform we will use) for feedback in Week 8 tutorial, and finalise it afterwards;
- **Step 2**: Collect sufficient survey data as assigned in class and download collected data from Qualtrics for analysis using SPSS by Week 10;
- **Step 3**: Analyse data, compile outputs and write up report in light of research problem and research questions. Students should submit a word version soft copy through Turnitin on iLearn by **12:00 (Noon) Friday in Week 12**. The final online questionnaire should be attached to the report;

More detailed project instructions will be provided on iLearn and discussed in class.

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- Understand the role of marketing research in marketing management and the information system in practice.
- Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
- Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
- Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.
- Aware and capable of addressing the ethical issues in marketing research practices.

Final Examination

Due: **University Examination Period**

Weighting: **25%**

This will be a close-book examination, consisting of a combination of MCQ and Short-Answer
questions designed to test student understanding and application of all parts of the unit.

If you experience disruptions that adversely affect your academic performance in assessment activities, please see the university’s Disruption to Studies Policy.


This Assessment Task relates to the following Learning Outcomes:

• Understand the role of marketing research in marketing management and the information system in practice.
• Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
• Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
• Aware and capable of addressing the ethical issues in marketing research practices.

**Delivery and Resources**

**Classes**

• Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2-hour lecture and 1 x 1-hour tutorial in lecture theater or a computer lab as per unit schedule;
• The timetable for classes can be found on the University web site at:http://www.timetables.mq.edu.au;
• Attendance will be market for both lectures and tutorials;
• **Please note:** Students must attend at least 10 of the 12 tutorials. Failure to do this may affect your final mark.

**Technology Used and Required**

• Please ensure that you have access to a personal computer so you are able to access internet, use word processing software and power point program that are required for preparation of assignments and presentations.
• Students will learn and exercise data analysis techniques with SPSS statistical software in a computer lab during some tutorials. You will also be able to access this software through ILab using university and personal computers.

**Unit Web Page**

https://unitguides.mq.edu.au/unit_offerings/55106/unit_guide/print
• Course material is available on the learning management system (iLearn): http://ilearn.mq.edu.au.
• Students will find resources to assist their study on iLearn, such as lecture notes, practice questions and other resources. Please also check iLearn regularly for announcements.

What is expected from students?

To achieve the learning outcomes of this unit, students are expected to ...

• attend lectures and tutorials. The lecture sets the context for tutorial work and will also highlight the key concepts and skills that will form the basis upon which you will be assessed in assessment. Tutorials are not intended to provide you with the content presented in the textbook or to rehash the lecture but rather to build on this material to achieve better understanding of concepts developed in this Unit. Tutorials should be interactive, dynamic and fun! But it is ultimately up to you as a student to make your tutorials dynamic by coming prepared to contribute.
• participate in lecture and tutorial activities;
• read and prepare in advance for tutorials. If you have not prepared adequately, you will not benefit from the learning opportunities provided by a small class;
• arrive on time and not to leave until the class ends;
• treat other students with respect.

Required and Recommended Texts and/or Materials

Prescribed text:

Recommended resources:

These texts are available for purchase at the Macquarie University Co-op Bookshop. They can also be borrowed from the Macquarie Library.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Tutorial Activity &amp; Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4 Mar</td>
<td>Introduction to the unit and marketing research process</td>
<td>No tutorial for this week</td>
</tr>
<tr>
<td>2</td>
<td>11 Mar</td>
<td>Developing a research plan, incl. sampling and data collection methods overview</td>
<td>Class activities in lecture theatre (Beginning of the progress journal)</td>
</tr>
<tr>
<td>3</td>
<td>18 Mar</td>
<td>Qualitative research methods</td>
<td>Class activities in lecture theater</td>
</tr>
<tr>
<td>4</td>
<td>25 Mar</td>
<td>No class scheduled due to public holiday</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>1 Apr</td>
<td>Survey questionnaire design and measurement issues</td>
<td>Group presentation &amp; peer review of research proposal in lab (Project Part A - Research proposal due)</td>
</tr>
<tr>
<td>6</td>
<td>8 Apr</td>
<td>Experimental research</td>
<td>Introduction to Qualtrics and SPSS in lab</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11 to 22 April - Mid semester break</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>29 Apr</td>
<td>Implementing a research project and ethical issues in marketing research</td>
<td>Data preparation and descriptive analysis in lab (Project Part A - Exploratory research due)</td>
</tr>
<tr>
<td>8</td>
<td>6 May</td>
<td>Data analysis and reporting overview</td>
<td>Project consultation in lab – to provide feedback on survey instrument on Qualtrics</td>
</tr>
<tr>
<td>9</td>
<td>13 May</td>
<td>Data analysis: T-test and ANOVA</td>
<td>T-test and ANOVA in lab</td>
</tr>
<tr>
<td>10</td>
<td>20 May</td>
<td>Data analysis: Correlation &amp; simple-regression</td>
<td>Correlation and regression analysis in lab (Online data collection ends)</td>
</tr>
<tr>
<td>11</td>
<td>27 May</td>
<td>Data analysis: Multiple-regression</td>
<td>Multiple-regression analysis in lab</td>
</tr>
<tr>
<td>12</td>
<td>3 Jun</td>
<td>Data analysis: Factor analysis</td>
<td>Class activities in lecture theatre (Project Part B Report &amp; Progress Journal due)</td>
</tr>
<tr>
<td>13</td>
<td>10 Jun</td>
<td>Unit review and final examination briefing</td>
<td>Reflection and consultation in lecture theater</td>
</tr>
</tbody>
</table>

Note: Changes to this outline, if required, will be discussed in class and/or announced on iLearn.
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.

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
Student Enquiry Service
For all student enquiries, visit Student Connect at 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://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.

Graduate Capabilities
PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Understand the role of marketing research in marketing management and the information system in practice.
- Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
- Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
- Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.
- Aware and capable of addressing the ethical issues in marketing research practices.

Assessment tasks

- Participation
- Project Part A Plan & Explore
- Project Part B - Report
- Final Examination
PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

**Learning outcomes**

- Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
- Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.

**Assessment tasks**

- Participation
- Project Part A Plan & Explore
- Project Part B - Report
- Final Examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

**Learning outcomes**

- Understand and capable of designing a research plan and effectively communicating on its objectives, approaches and rationales.
- Understand and capable of implementing a marketing research plan and transforming collected data into useful information for reporting and informed decision-making.
- Understand and capable of preparing a research report and effectively communicating on its results and implications in light of project objectives.

**Assessment tasks**

- Participation
- Project Part A Plan & Explore
Changes from Previous Offering
No major changes made from the previous offering. Unit schedule has been updated.

Global contexts & Sustainability
This unit addresses sustainability through examining ethical issues in marketing research practices.

Research and Practice
- This unit uses research from external sources
- This unit gives you opportunities to conduct your own research