MKTG216
Consumer Demographics
S1 Day 2016

Dept of Marketing and Management

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## General Information

### Unit convenor and teaching staff

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### Credit points

3

### Prerequisites

24cp

### Corequisites

### Co-badged status
Unit description
This unit focuses on the application of a range of demographic skills and techniques in analysing and understanding consumer populations, market segmentation and demographically diverse consumer behaviour. It emphasises the importance of life cycle as an analytical framework that shapes the demand for goods and services at various stages of life of consumer population. Application of basic statistical techniques will be included. Some of the topics covered include: gendered consumer behaviour and cohort effects, market segmentation, demographic dynamics and market changes, ageing and substitution effects, life cycle and household consumption, and age and product substitution. Examples of Australian consumers and markets will be extensively discussed and international comparisons will also be considered.

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:

knowledge and appreciation of the relationships between population trends and changes in markets and consumers;
knowledge of the applications of demographic techniques in understanding consumer populations in Australia and other countries;
skills in accessing data, information and literature and ability of analysing different segments of consumer populations;
competence in writing reports/essays on topics related to consumer demographics;
ability to communicate results/findings in research projects through an oral presentation and engagement in group discussion.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments</td>
<td>35%</td>
<td>1 April and 13 May</td>
</tr>
<tr>
<td>Group Project</td>
<td>25%</td>
<td>27 May</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
<td>Final exam period</td>
</tr>
</tbody>
</table>

Assignments
Due: 1 April and 13 May
The two assignments are designed to help students to progress towards the learning outcomes through practising what they have learned in the lectures and obtaining feedback which will further assist their learning. The techniques and concepts introduced in the lectures are incorporated into the two assignments. Assignment 1 will be returned to students in Week 6 to help identify issues and problems students may have so appropriate remedial assistance could be provided. The assignments are mainly designed to assess students’ capability in applying the demographic concepts and techniques in understanding consumer populations and also their critical, analytical and integrative thinking capability.

Each assignment includes multiple question parts. The maximum marks available for each part will be indicated on the assignment sheets. Detailed instructions and assessment criteria will be given to students.

**Submission:** The two assignments are to be submitted in hardcopy in class at tutorial time AND in softcopy to iLearn (Turnitin) on the same date. They will be returned to students at tutorials in the following week unless it is specified otherwise. Students who fail to submit the assignments will be given zero for the assignments unless a satisfactory document (e.g. doctor’s certificate etc.) is presented.

**Extension:** 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.

**Penalties:** Penalties for plagiarism can be severe. It is expected that the two assignments are to be undertaken by individual students independently.

On successful completion you will be able to:

- knowledge and appreciation of the relationships between population trends and changes in markets and consumers;
- knowledge of the applications of demographic techniques in understanding consumer populations in Australia and other countries;
- skills in accessing data, information and literature and ability of analysing different segments of consumer populations;
- competence in writing reports/essays on topics related to consumer demographics
- ability to communicate results/findings in research projects through an oral presentation and engagement in group discussion.

**Group Project**
**Due:** 27 May
**Weighting:** 25%
The group project is consisted of a group report and an oral presentation. They are designed to assess students’ ability of applying the concepts, skills, knowledge and techniques they have learned in class to the issues in the real world. Students will form a group of up to four and choose one topic (from a number of given topics) to write a group report of approximately 5,000 – 6,000 words and make an oral presentation of 10 minutes based on the key results of the group report. The group report and the presentation are designed to assess students’ problem solving and research capability, as well as effective communication capability.

Submission: Students are advised that the group reports must be submitted in both hardcopy in class to your tutors at the scheduled time AND a softcopy via the iLearn (Turnitin) on the same day (27 May). Group presentations will be made at tutorial times in Week 11 (27 May) and Week 12 (3 June).

The group report will be assessed by the structure and clarity of the report, application of demographic concepts and techniques, quality of data analysis, interpretation of the results, and effectiveness of presentation.

Extension: 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.

Penalties: Penalties for plagiarism can be severe. The Turnitin (a plagiarism detection program) will be used to detect plagiarised materials in the group reports to ensure academic integrity and honesty.

On successful completion you will be able to:

- knowledge and appreciation of the relationships between population trends and changes in markets and consumers;
- knowledge of the applications of demographic techniques in understanding consumer populations in Australia and other countries;
- skills in accessing data, information and literature and ability of analysing different segments of consumer populations;
- competence in writing reports/essays on topics related to consumer demographics
- ability to communicate results/findings in research projects through an oral presentation and engagement in group discussion.

Final Exam

Due: Final exam period
Weighting: 40%

A three-hour final exam, covering all materials in lectures and tutorials, will be held during the university final examination period. Questions in the final exam will test students’ ability of calculating and interpreting demographic measures in relation to consumer populations and
providing answers to questions relevant to the topics covered in this unit. All questions are
designed to assess students’ learning outcomes outlined in this document.

The final examination will incorporate multiple parts. The maximum marks available for each part
will be indicated on the exam papers.

Students will be permitted to use a small battery-operated calculator with scientific functions in
the final examination. Students will not be allowed to bring dictionaries to the final examination.

On successful completion you will be able to:
  • knowledge and appreciation of the relationships between population trends and changes
    in markets and consumers;
  • knowledge of the applications of demographic techniques in understanding consumer
    populations in Australia and other countries;
  • skills in accessing data, information and literature and ability of analysing different
    segments of consumer populations;
  • competence in writing reports/essays on topics related to consumer demographics

Delivery and Resources

Required and Recommended texts and/or materials

Prescribed Text Book:
Martins, Jo M., Farhat Yusuf and David A. Swanson (2012) Consumer Demographics and

Recommended Reference Book:
Martins, Jo M., Farhat Yusuf and David Swanson (2013) Methods of Demographic Analysis,

Both books are available as eBook in the Macquarie University library. Students are welcome to
download the books. Alternatively, hardcopies of the books are available for purchase in the Co-
op bookshop. The weekly lectures are primarily based on the prescribed text book Consumer
Demographics and Behaviour, but will also refer to materials from other sources. The
recommended reference book Methods of Demographic Analysis is very useful for those
students who have not taken DEM127/MKTG127 (Demographics Fundamentals) prior to taking
MKTG216. The recommended reference book is a good source of information for all students on
basic demographic measurements and concepts, which are highly relevant to this unit. A weekly
reading list will be available on learning management system (iLearn). It is advisable that
students download the lecture notes and reading materials from the iLearn or relevant databases
prior to the lecture time. Hardcopies of teaching and reading materials will NOT be provided in
the class. It is highly recommended that students compile notes of their own based on the
materials covered in lectures and tutorials and from recommended readings.
Technology Used and Required

Students are required to use calculators with scientific functions and Excel program throughout the semester to compute demographic parameters and estimates.

Toward the middle of the semester, students will need to access the TableBuilder program via the Australian Bureau of Statistics (ABS) website to carry out demographic data analysis that aims at understanding Australian populations and consumers. Instruction on the application of a TableBuilder account to ABS will be provided to students. Group Report will be based on the data from Australian censuses generated using TableBuilder.

Unit web page

Course material is available on the learning management system (iLearn) http://ilearn.mq.edu.au.

Learning and Teaching Activities

This unit is taught using lectures (two hours per week) and tutorials (one hour per week) which include a web-based data analysis research component.

Students are expected to read in advance of lectures and participate in tutorials. In addition to the time spent attending classes and completing assignments and group project, students are also expected to spend time preparing for lectures, writing notes and reading relevant literature. In addition, students are expected to spend sufficient time preparing for the final examination.

Exercises will be practised and examples will be given during the tutorial times. Students will have opportunities to engage group discussion and oral presentations.

Students are advised that a poor record of attendance in tutorials may adversely affect the grade awarded. Satisfactory attendance in tutorials may be used to determine a marginal grade. **Satisfactory attendance is 75% of tutorials for which attendance is taken.** Students who miss a tutorial due to unavoidable disruption are advised to submit a notification of Disruption to Studies.

Students who are enrolled in face-to-face lecture stream are strongly encouraged to attend lecture regularly to ensure effectiveness of learning and those who are enrolled in iLecture stream are also welcome to attend face-to-face lectures if spaces are available.

Timetables are available at https://timetables.mq.edu.au/2016/.

Unit Schedule

MKTG216 Schedule of Lectures, First Semester 2016

https://unitguides.mq.edu.au/unit_offerings/58047/unit_guide/print
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assessment Given</th>
<th>Assessment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4 March</td>
<td>Introduction to Consumer Demographics: Basic Demographics Measurements and Concepts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>11 March</td>
<td>Demographic Dimension of Markets and Consumers <em>(Chapters 1 and 3)</em></td>
<td>Assign 1</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>18 March</td>
<td>Perspectives on Consumer Behaviours <em>(Chapter 2)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>25 March</td>
<td><em>No class (Public Holiday - Good Friday)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>1 April</td>
<td>Population Growth and Change of Markets <em>(Chapters 4 and 5)</em></td>
<td>Assign 1</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>8 April</td>
<td>Analysing Census Data using TableBuilder</td>
<td>Group Project</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>MID-SEMESTER BREAK (11 April – 22 April)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>29 April</td>
<td>Life Cycle of Consumers <em>(Chapter 6)</em></td>
<td>Assign 2</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>6 May</td>
<td>Market Segmentation and Income Distribution <em>(Chapter 8)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>13 May</td>
<td>Age, Preferences and Market Segmentation <em>(Chapter 9)</em></td>
<td>Assign 2</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>20 May</td>
<td>Household Allocation and Gendered Preferences <em>(Chapters 7 and 10)</em></td>
<td>Group Project</td>
<td>Group presentation (I)</td>
</tr>
<tr>
<td>11</td>
<td>27 May</td>
<td>Age and Product Substitution and Cohort Preferences <em>(Chapter 11)</em></td>
<td>Group Project</td>
<td>Group presentation (I)</td>
</tr>
<tr>
<td>12</td>
<td>3 June</td>
<td>Demographics of Major Emerging Markets: China and India</td>
<td>Group Presentations (II)</td>
<td></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](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
Student Services and 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.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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

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

- knowledge and appreciation of the relationships between population trends and changes in markets and consumers;
- knowledge of the applications of demographic techniques in understanding consumer populations in Australia and other countries;
- skills in accessing data, information and literature and ability of analysing different segments of consumer populations;

Assessment tasks

- Assignments
- Group Project
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

• knowledge and appreciation of the relationships between population trends and changes in markets and consumers;
• knowledge of the applications of demographic techniques in understanding consumer populations in Australia and other countries;
• skills in accessing data, information and literature and ability of analysing different segments of consumer populations;
• competence in writing reports/essays on topics related to consumer demographics
• ability to communicate results/findings in research projects through an oral presentation and engagement in group discussion.

Assessment tasks

• Assignments
• Final Exam

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

• knowledge and appreciation of the relationships between population trends and changes in markets and consumers;
• knowledge of the applications of demographic techniques in understanding consumer populations in Australia and other countries;
• skills in accessing data, information and literature and ability of analysing different
segments of consumer populations;
• competence in writing reports/essays on topics related to consumer demographics
• ability to communicate results/findings in research projects through an oral presentation
and engagement in group discussion.

Assessment tasks
• Assignments
• Group Project

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
• competence in writing reports/essays on topics related to consumer demographics
• ability to communicate results/findings in research projects through an oral presentation
and engagement in group discussion.

Assessment task
• Group Project

Changes from Previous Offering
Assignment questions, Group Project topics and the Final Examination questions will be different
from the previous year.

Research and Practice
Research and Practice
This unit provides students with opportunities to conduct research using data from the Australian
2006 and 2011 Census of Population and Housing on the topics that are relevant to this unit.
Students will work in a group of up to four to carry out data analysis using TableBuilder, review a
range of literature including peer-reviewed journal articles, book chapters, industry and
government reports, and other sources, and write up a report on the key findings of the research.
An oral presentation based on the key findings of the group report will be made in Week 11 and
Week 12. The group report topics will be given prior to the mid-semester break.