



MKTG805

Applied Marketing Research

S1 Day 2018

Archive (Pre-2019) - Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Coordinator

Vida Siahtiri

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Contact via Emailing

Room 507, Level 5, Building E4A

Thursdays, 2-3 pm

Credit points

4

Prerequisites

MKTG696

Corequisites

MKTG815

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 to analyse the data and provide information to solve marketing problems and support marketing decisions.

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:

Critically analyse 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
In class activities	30%	No	Weeks 2-13
Marketing research project	35%	No	Week 8
Data analysis and reporting	35%	No	Week 13

In class activities

Due: **Weeks 2-13**

Weighting: **30%**

In class activities gives you the opportunity to share knowledge on marketing research methods and experiences in conducting market research. Further, the activities will enable you to more successfully manage your research project, identify any pitfalls early-on, and address them as quickly as possible. In the class we will undertake different activities that help you deepen your learning. Overall, the assessment of in class activities is broken down into three specific tasks. These activities include:

- **Task 1: In class marketing research project progress outline (5 out of 30 Marks):**

Groups have to outline the steps, activities, and deadlines for each activity that they will undertake to prepare their research proposal by week 4 in dot point format (**around 200 words**). You have to submit your research project progress outline to the allocated dropbox on iLearn before coming to the seminar in week 4. To meet this deadline, you have to find your group member in week one to give yourself enough time to prepare the outline and the market research project. In week 4, some groups will be selected randomly to discuss their research project progress outline **for five minutes (maximum)**. **If your group is called upon and you are not present in the class with your group, you will lose 10% of the total mark for the research progress outline.** Outlining steps in your marketing research project progress helps you manage your time and identify necessary activities you have to undertake to prepare your research proposal. More information will be provided on iLearn.

- **Task 2: quizzes (10 out of 30 Marks):**

During the semester online quizzes will be randomly undertaken. There is no specified due date for these quizzes and you have to check iLearn regularly (e.g., multiple times weekly) to ensure you do not miss these quizzes. **Each quiz contains 10-question including multiple choices, short answer questions, true or false, etc. You have only 10 minutes to complete each quiz.** These quizzes will be live on each Monday until the seminars starts (at the seminar start time they will be closed off). Quizzes are on the topic for that specific week. Given that this unit is

seminar based, quizzes help you to complete readings for that week before coming to the seminar. If you miss any of these quizzes, you will receive zero for that week. When the quiz is closed, it will not be opened again. **This section forms 10 marks of the total mark for assessment 1. This mark is equally distributed among all quizzes.**

- **Task 3: In class discussion questions & exercises (15 out of 30 Marks)**

Each week you will find activities listed on iLearn. You have to prepare your answers to these activities and upload them to the forum/discussion section on iLearn for each specific week before coming to weekly seminars. This activity helps you to prepare yourself for the class discussion. You will be selected randomly in the seminar/lab to present your solutions to the class. The solution should be accurate and based on marketing research principles. You may be called upon to contribute to discussions several times and you are marked only for the week you present your solutions to the class. **If you are not in the class and your name is called, you will lose the mark for the activity in that week. If you do not upload your answers to the discussion forum, you will lose 10% of the total mark you are awarded for that week.** For **statistics part** of the unit, you will do these activities in the computer lab and you have to upload your answers on forums prepared on iLearn before the lab session is finished. **If you do not upload your answers to discussion forum or upload your answers after lab time, you will lose the mark for that activity.** The total mark for this assignment is the average number of times that you undertake these activities in the class.

More information and supplementary documents will be placed on iLearn and discussed in class. No extensions will be granted, except for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Critically analyse 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.

Marketing research project

Due: **Week 8**

Weighting: **35%**

You will work in groups of 2. Groups should be formed by the end of week 1. Finding a group is your responsibility. Groups should provide the names of members (names and contact details) to the lecturer prior to the class in week 2. You have to carefully select your group member. **You cannot change your group after week 2.** The lecturer will provide scenarios and your group has to select **only one** and write a marketing research project proposal. You take the view preparing a written marketing research proposal for a potential client. **The word length for marketing research project is 2500 words +/- 10%.** This assignment helps you to apply marketing research principles and practices to design and implement the marketing research project. **You should submit your proposal to Turnitin on iLearn by 11:55 pm, Friday 4th of**

May.

More information on the research project and supplementary documents will be placed on iLearn and discussed in the class. Marking criteria will be on iLearn.

You are not required to submit a hard copy of the report.

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 Special Consideration is made and approved.

On successful completion you will be able to:

- Critically analyse and explain the principles and practices of marketing research.
- Design and implement marketing research projects in collaboration with peers.

Data analysis and reporting

Due: **Week 13**

Weighting: **35%**

This assessment intends to elevate your ability to make sense of data and solve marketing problems and support marketing decision making. You have to work individually and prepare a comprehensive report on the findings of your data analysis, interpret the results, and suggest some solutions that resolves identified marketing problems. You have to identify and apply appropriate analytical strategies to address a set of research questions (or problems) a manager of a firm (here the lecturer) has developed. The data for this task will be supplied by the lecturer. **The word length for the “data analysis and report ” is 2000 words +/- 10%.** You are required to present your data analysis and report in a manner suitable to those who do not have a background in statistics. **You should submit your analysis and report to Turnitin on iLearn by 11:55 pm, Friday 8th of June.**

More information and the data set and research questions (research problem) will be provided on iLearn and discussed in the class. Marking criteria will be on iLearn.

You are not required to submit a hard copy of the report.

No extensions will be granted. There will be a deduction of 10% of the total marks 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 Special Consideration is made and approved.

On successful completion you will be able to:

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

Delivery and Resources

Classes

This unit has 3 hours face-to-face teaching per week, consisting of 1 x 1-hour seminar and 1 x 2-hour tutorial in a computer lab as per unit schedule during the semester. Students may enrol in one of the computer Labs. Please check the unit timetable for further information. **The lab starts from week one.** The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au>.

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. Course material is 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. www.Lynda.com

What is expected from students?

This unit is seminar/lab based. This unit is 1x1 hours seminar and 1x2 hour 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 seminar/lab contact per week, students are expected to devote an additional 10 hours in 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 seminar/lab 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 semester. Students are expected to complete all assessment tasks for this subject to ensure successful completion of the unit. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

Prescribed and Recommended Texts and/or Materials

Prescribed text:

Zikmund, W., D'Alessandro, S., Winzar, H., Lowe, B. & Babin B. (2016) **Marketing Research**, Asia Pacific: 4th Edition, Cengage Learning: ISBN-9780170369824.

Recommended resources:

Kirkpatrick, L.A & Feeney, B.C. (2016) **A Simple Guide to IBM SPSS: for Version 22.0**, 14th Edition, Cengage: ISBN: 9781305877719.

These texts are available for purchase at the Macquarie University Co-op Bookshop. They can also be borrowed from the Macquarie Library.

Useful links:

To learn more about SPSS and how to work with it, please go to:

www.Lynda.com

Search for related marketing papers:

<http://go.galegroup.com/ps/start.do?p=SPJ.SP02&u=marketing&authCount=1>

Search for related marketing newspapers:

<http://go.galegroup.com/ps/start.do?p=SPN.SP21&u=marketing&authCount=1>

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the

key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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/>

Learning Skills

Learning Skills (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 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

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 outcome

- Critically analyse and explain the principles and practices of marketing research.

Assessment tasks

- In class activities
- Marketing research project
- Data analysis and reporting

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 outcome

- Analyse data and report findings that support marketing decisions.

Assessment tasks

- In class activities
- Data analysis and reporting

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 outcome

- Design and implement marketing research projects in collaboration with peers.

Assessment tasks

- In class activities
- Marketing research project

Changes from Previous Offering

Assessment tasks are now less than before.

Changes based on students comments:

Assessments are designed to intrigue self-directed learning.

Lab time has increased to help you practice and internalise your learning.

Global contexts & Sustainability

This unit addresses business sustainability by focusing on the importance of marketing research as facilitator of marketing decisions making and sustaining business performance.

Research and Practice

This unit provides students with the opportunity to practically learn to identify a problem and then design and implement a marketing research that addresses the identified problem.