



MKTG216

Consumer Demographics

S1 Day 2018

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

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>Assessment Tasks</u>	4
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	9
<u>Graduate Capabilities</u>	10
<u>Changes from Previous Offering</u>	12
<u>Global Contexts and Sustainability</u>	12
<u>Research and Practice</u>	13

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General Information

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Credit points

3

Prerequisites

24cp at 100 level or above

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:

- Apply demographic concepts and techniques to analyse consumer populations in Australia and other countries;
- Gain practical skills on evaluating data, information and literature and analysing different segments of consumer populations;
- Demonstrate a competence in composing reports/essays on topics related to consumer demographics;
- Develop ability to engage in teamwork in research projects and communicate results/findings through oral presentations.
- Develop ability to analyse important aspects of sustainability such as demographic changes and life cycles of household and ability to respond to sustainability issues.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Assignments</u>	20%	No	Week 5 and Week 9
<u>Group Project</u>	25%	No	Week 11
<u>Final Exam</u>	55%	No	Exam period

Assignments

Due: **Week 5 and Week 9**

Weighting: **20%**

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. Assignment 1 will be returned to students in Week 6/7 to help identify issues and problems students may have so appropriate remedial assistance could be provided.

Each assignment includes multiple question parts. The techniques and concepts introduced in the lectures are incorporated into the two assignments. It will assess students' capability in applying the demographic concepts and techniques in understanding consumer populations and the sustainability of environment and also assess students' critical, analytical and integrative thinking capability. 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 some questions need to be submitted as **softcopy** to iLearn (Turnitin) on the same date as instructed. They will be returned to students at tutorials in the following week unless it is specified otherwise. Students who fail to submit the assignments in both hardcopy and softcopy as instructed 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:

- Apply demographic concepts and techniques to analyse consumer populations in Australia and other countries;

- Gain practical skills on evaluating data, information and literature and analysing different segments of consumer populations;
- Demonstrate a competence in composing reports/essays on topics related to consumer demographics;
- Develop ability to engage in teamwork in research projects and communicate results/findings through oral presentations.
- Develop ability to analyse important aspects of sustainability such as demographic changes and life cycles of household and ability to respond to sustainability issues.

Group Project

Due: **Week 11**

Weighting: **25%**

The Group Project consists of two parts: (1) **Group Written Report** and (2) **Group Oral Presentation**. These are designed to assess students' problem solving and research capability, as well as effective communication capability. Students are expected to demonstrate knowledge of aspects of the process of sustainability that are related to household consumption. It is also designed to assess students' ability to apply 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 a group **oral presentation of 10 minutes** based on the key results of the group report. The group project will be assessed on the basis of structure/clarity of the report/presentation, application of demographic concepts and techniques, quality of data analysis, interpretation of the results, and effectiveness of presentation. **Each member** of the group is expected to contribute an individual written component to a group report (worth 50% of the group project) that will form the basis of the group oral presentation (worth 50% of the group project).

Submission: The group written 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 submission day (Week 11). Group presentations will be made at tutorial times in Week 11 and Week 12.

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:

- Apply demographic concepts and techniques to analyse consumer populations in

- Australia and other countries;
- Gain practical skills on evaluating data, information and literature and analysing different segments of consumer populations;
- Demonstrate a competence in composing reports/essays on topics related to consumer demographics;
- Develop ability to engage in teamwork in research projects and communicate results/findings through oral presentations.
- Develop ability to analyse important aspects of sustainability such as demographic changes and life cycles of household and ability to respond to sustainability issues.

Final Exam

Due: **Exam period**

Weighting: **55%**

A three-hour final exam, covering all materials in lectures and tutorials, is designed to assess students' learning outcomes outlined in this document. The exam will incorporate multiple parts that include short answers and essays. The maximum marks available for each part will be indicated on the exam paper. The exam will test students' ability to calculate and interpret demographic measures in relation to consumer populations and to provide answers to questions relevant to the topics covered in this unit. 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.

Submission: The exam will be conducted in a designated room, submission will be in the exam room directly to the staff in charge.

Extension: No extensions will be granted. Students who miss a final exam will be awarded a mark of 0 for the task, except in cases for which an application for disruption of studies is made and approved.

On successful completion you will be able to:

- Apply demographic concepts and techniques to analyse consumer populations in Australia and other countries;
- Demonstrate a competence in composing 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 Behaviours*, Springer, ISBN 978-94-007-1854-8.

Recommended Reference Book:

Martins, Jo M., Farhat Yusuf and David Swanson (2013) *Methods of Demographic Analysis*, Springer, ISBN 978-94-007-6783-6.

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.

An interactive online tool **padlet** will be used in lectures to facilitate student participation in class and interaction with teaching staff.

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 Project will be largely based on the data from Australian censuses generated using TableBuilder. It is essential that students follow the instruction to register a TableBuilder account with ABS as soon as possible.

Unit web page

Course materials including audio-recorded lectures (iLecture) are 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 prepare in advance of lectures and tutorials. In addition to the time spent attending lectures and tutorials 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 to attend regularly lectures and tutorials for the best learning outcomes. A poor record of attendance 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.

Timetables are available at <https://timetables.mq.edu.au/2018/>

Unit Schedule

MKTG216 Schedule of Lectures, First Semester 2018

Week	Date	Topic	Assessment Given	Assessment Due
1	26 Feb	Introduction to Consumer Demographics: Basic Demographic Measurements and Concepts		
2	5 March	Demographic Dimension of Markets and Consumers (<i>Chapters 1 and 3</i>)	Assign 1	
3	12 March	Perspectives on Consumer Behaviour (<i>Chapter 2</i>)		
4	19 March	Population Growth, Sustainability, and Change of Markets (Chapters 4 and 5)	Group Project	
5	26 March	Analysing Census Data using TableBuilder	Assign 2	Assign 1
6	2 April	EASTER MONDAY - NO CLASS		
7	09 April	Life Cycle of Consumers (Chapter 6)		
		MID-SEMESTER BREAK (16 – 27 April)		
8	30 April	Market Segmentation and Income (Chapter 8)		
9	07 May	Age, Preferences and Market Segmentation (Chapter 9)		Assign 2
10	14 May	Household Allocation (Chapter 7) and Gendered Preferences (Chapter 10)		

11	21 May	Age and Product Substitution and Cohort Preferences (Chapter 11)	Group Report Group presentation (I)
12	28 May	Demographics of Major Emerging Markets: China and India	Group presentations (II)
13	4 June	Revision, Conclusion and Unit Evaluation	

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

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

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

- Apply demographic concepts and techniques to analyse consumer populations in Australia and other countries;

- Gain practical skills on evaluating data, information and literature and analysing different segments of consumer populations;
- Develop ability to analyse important aspects of sustainability such as demographic changes and life cycles of household and ability to respond to sustainability issues.

Assessment tasks

- Assignments
- Group Project
- Final Exam

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

- Apply demographic concepts and techniques to analyse consumer populations in Australia and other countries;
- Gain practical skills on evaluating data, information and literature and analysing different segments of consumer populations;
- Demonstrate a competence in composing reports/essays on topics related to consumer demographics;
- Develop ability to engage in teamwork in research projects and communicate results/findings through oral presentations.
- Develop ability to analyse important aspects of sustainability such as demographic changes and life cycles of household and ability to respond to sustainability issues.

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

- Apply demographic concepts and techniques to analyse consumer populations in Australia and other countries;
- Gain practical skills on evaluating data, information and literature and analysing different segments of consumer populations;
- Demonstrate a competence in composing reports/essays on topics related to consumer demographics;
- Develop ability to engage in teamwork in research projects and communicate results/findings through oral presentations.

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

- Demonstrate a competence in composing reports/essays on topics related to consumer demographics;
- Develop ability to engage in teamwork in research projects and communicate results/findings through oral presentations.

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.

Global Contexts and Sustainability

Global contexts are discussed extensively in this unit, especially in the topics on demographic

dimension of global markets and the major emerging markets in Asia. It also addresses the major issues in sustainability from the perspectives of population growth, population ageing and the relationships between consumption and resource allocation.

Research and Practice

This unit provides students with opportunities to conduct research using data from the Australian 2011 and 2016 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.