



# MKTG216

## Consumer Demographics

S1 Day 2019

*Department of Marketing*

### Contents

|   |    |
|---|----|
| <u>General Information</u>                | 2  |
| <u>Learning Outcomes</u>                  | 2  |
| <u>General Assessment Information</u>     | 3  |
| <u>Assessment Tasks</u>                   | 3  |
| <u>Delivery and Resources</u>             | 5  |
| <u>Unit Schedule</u>                      | 7  |
| <u>Policies and Procedures</u>            | 8  |
| <u>Graduate Capabilities</u>              | 9  |
| <u>Changes from Previous Offering</u>     | 11 |
| <u>Global Contexts and Sustainability</u> | 11 |
| <u>Research and Practice</u>              | 11 |
| <u>Changes since First Published</u>      | 12 |

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## General Information

Unit convenor and teaching staff

Unit Convenor

Sheruni De Alwis

[sheruni.dealwis@mq.edu.au](mailto:sheruni.dealwis@mq.edu.au)

Contact via Contact via Email

4 Eastern Road Room 222

Thursday 1:30pm - 4:30pm

Credit points

3

Prerequisites

24cp at 100 level or above

Corequisites

Co-badged status

Unit description

Demographic factors are important in affecting market segmentation and consumer behaviour. Managers in private and public sectors often utilize and analyze relevant demographic data to assist their decision making. In this unit, students learn the application of a range of demographic techniques in analyzing and understanding consumer populations, market segmentation and demographically diverse consumer behaviour. Students are provided with access to the major sources of demographic data and learn hands-on data analytics tools. The unit emphasizes the importance of life cycle as an analytical framework that explains the demand for goods and services at various stages of life cycle of consumers.

## 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.

Compose reports/essays on topics related to consumer demographics.

Engage in teamwork and research projects, communicating results and findings through written and oral means.

Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

## General Assessment Information

### Satisfactory completion of unit

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

## Assessment Tasks

| Name                 | Weighting | Hurdle | Due                 |
|----------------------|-----------|--------|---------------------|
| <u>Assignments</u>   | 20%       | No     | Week 5 and Week 9   |
| <u>Group Project</u> | 25%       | No     | Week 11 and Week 12 |
| <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.

The two assignments assess students' capability in applying demographic concepts and techniques in understanding consumer populations and sustainability of environment. They also assess students' problem solving capability, as well as sustainable thinking capability. Detailed instructions and assessment criteria will be provided via iLearn.

**Submission:** The two assignments are to be submitted in **hardcopy** to BESS AND some questions need to be submitted as **softcopy** to iLearn (Turnitin) by the specified time as instructed. Detailed instruction and assessment criteria will be provided via iLearn.

**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 Special Consideration 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.
- Compose reports/essays on topics related to consumer demographics.
- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

## Group Project

Due: **Week 11 and Week 12**

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, effective communication capability, as well as teamwork and sustainable thinking skills. Students are expected to demonstrate knowledge of demographic structure and sustainability that are related to household consumption.

Students will **form a group of 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. **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). Detailed instruction and assessment criteria will be provided via iLearn.

**Submission:** The group written reports must be submitted in both **hardcopy** to BESS AND a **softcopy** via the iLearn (Turnitin) by the specified time (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 Special Consideration 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.
- Compose reports/essays on topics related to consumer demographics.
- Engage in teamwork and research projects, communicating results and findings through written and oral means.
- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

## Final Exam

Due: **Exam period**

Weighting: **55%**

The closed book final 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. Detailed instruction and assessment criteria will be provided via iLearn.

**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 Special Consideration 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.
- Compose 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 Behaviour*, 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.

The text book and the reference book are available as eBook in the Macquarie University library. Students are welcome to download the books. Alternatively, hardcopies of the text book 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. **The Lecture class starts in Week 1 and all tutorial classes start in Week 2.**

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 expected to attend regularly lectures and tutorials for the best learning outcomes.

Timetables are available at <https://timetables.mq.edu.au/2019/>

# Unit Schedule

## MKTG216 Session 1, 2019

| Week | Lecture Date | Lecture Topic  | Tutorial    | Assessment Given | Assessment Due                         |
|------|--------------|--|-------------|------------------|--|
| 1    | 27 Feb       | Introduction to Consumer Demographics: Basic Demographic Measurements and Concepts   | No tutorial |                  |  |
| 2    | 6 Mar        | Demographic Dimension of Markets and Consumers ( <i>Chapters 1 and 3</i> )           | Tutorial 1  | Assign 1         |  |
| 3    | 13 Mar       | Perspectives on Consumer Behaviour ( <i>Chapter 2</i> )                              | Tutorial 2  |                  |  |
| 4    | 20 Mar       | Population Growth, Sustainability, and Change of Markets ( <i>Chapters 4 and 5</i> ) | Tutorial 3  |                  |  |
| 5    | 27 Mar       | Analysing Census Data using TableBuilder   | Tutorial 4  | Group Project    | Assign 1                               |
| 6    | 3 Apr        | Life Cycle of Consumers ( <i>Chapter 6</i> )   | Tutorial 5  | Assign 2         |  |
| 7    | 10 Apr       | Market Segmentation and Income Distribution ( <i>Chapter 8</i> )                     | Tutorial 6  |                  |  |
|      |              | <b>MID-SEMESTER BREAK</b>  |             |                  |  |
| 8    | 1 May        | Age, Preferences and Market Segmentation ( <i>Chapter 9</i> )                        | Tutorial 7  |                  |  |
| 9    | 8 May        | Household Allocation ( <i>Chapter 7</i> )  | Tutorial 8  |                  | Assign 2                               |
| 10   | 15 May       | Gendered Preferences ( <i>Chapter 10</i> )   | Tutorial 9  |                  |  |
| 11   | 22 May       | Age and Product Substitution and Cohort Preferences ( <i>Chapter 11</i> )            | Tutorial 10 |                  | Group Report<br>Group presentation (I) |
| 12   | 29 May       | Demographics of Major Emerging Markets: China and India                              | Tutorial 11 |                  | Group presentations (II)               |

|    |       |  |                |  |  |
|----|-------|--|----------------|--|--|
| 13 | 5 Jun | Revision, Conclusion and Unit Evaluation | Tutorial<br>12 |  |  |
|----|-------|--|----------------|--|--|

## 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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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](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 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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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/](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.

- Compose reports/essays on topics related to consumer demographics.
- Engage in teamwork and research projects, communicating results and findings through written and oral means.
- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

## **Assessment tasks**

- Assignments
- Group Project
- 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.
- Compose reports/essays on topics related to consumer demographics.
- Engage in teamwork and research projects, communicating results and findings through written and oral means.

## **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

- Gain practical skills on evaluating data, information and literature and analysing different segments of consumer populations.
- Compose reports/essays on topics related to consumer demographics.
- Engage in teamwork and research projects, communicating results and findings through written and oral means.

## Assessment tasks

- Group Project
- Final Exam

## Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## Learning outcome

- Analyse aspects of sustainable development, such as the impacts of global demographic changes on resources and the impacts of household life cycles on consumption.

## Assessment tasks

- Assignments
- 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 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.

## Changes since First Published

| Date       | Description              |
|------------|--------------------------|
| 18/03/2019 | Change of UC information |