



MKTG127

Demographic Fundamentals

S2 Day 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convener

Professor Nick Parr

nick.parr@mq.edu.au

Contact via Email

room 626 4 Eastern Road

Friday 2:05-2:55pm

Mehdi Azam

mehdi.azam@mq.edu.au

Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

Demographics refers to a statistical analysis of people using variables such as age, gender, race, family structure and ethnic background. It is a useful tool for market segmentation that helps marketers to identify consumers and satisfy their needs with relevant products and services. The ability to collect, analyze and interpret demographic data enables marketers to craft and deliver effective and appealing marketing messages. This unit introduces students to the study of demography and provides a platform of knowledge and skills for further population related studies. Students learn the techniques for analyzing population changes, and develop skills in the analysis of the size, composition and distribution of human populations.

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:

Define and explain basic demographic concepts.

Develop knowledge of the main sources of demographic data, and of the strengths and

limitations of the ranges of data that can be obtained from these sources.

Apply basic demographic techniques to calculate demographic measures and interpret the results.

Analyse trends in population size and composition in Australia and internationally.

Establish an understanding of patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Assignment 1</u>	20%	No	Weeks 4 and 6
<u>Assignment 2</u>	25%	No	Weeks 10 and 11
<u>Final Exam</u>	55%	No	Exam Period

Assignment 1

Due: **Weeks 4 and 6**

Weighting: **20%**

This two-part assignment is designed to help students progress towards the learning outcomes through practising what they have learned in the lectures and tutorials in weeks 1 to 5.

Calculations, case studies, and interpretations of demographic measures and indicators are used to assess the levels of students' understanding and knowledge. More information on assessment criteria and standards required, including penalties for plagiarism, can be found in iLearn.

Submission: Electronic copies of the two installments are to be submitted through Turnitin in iLearn before the scheduled submission times and dates in Week 4 (Part 1) and Week 6 (Part 2).

Notes on Extension: No extensions will be granted. However, a late assignment will be accepted up to 24 hours after the submission deadline. There will be a deduction of 10% of the total available mark made from the total awarded mark up to 24 hours or part thereof that the submission is late. This penalty does not apply in cases for which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Define and explain basic demographic concepts.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Analyse trends in population size and composition in Australia and internationally.
- Establish an understanding of patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

Assignment 2

Due: **Weeks 10 and 11**

Weighting: **25%**

This two-part assignment is designed to help students progress towards the learning outcomes through practising what they have learned in the lectures and tutorials in weeks 6 to 9. Calculations, case studies, and interpretations of demographic measures and indicators are used to assess the levels of students' understanding and knowledge. More information on assessment criteria and standards required, including penalties for plagiarism, can be found in iLearn.

Submission: Electronic copies of the two installments of the assignment are to be submitted through Turnitin in iLearn before the scheduled times and dates for submission in Week 10 (Part 1) and Week 11 (Part 2).

Notes on Extension: No extensions will be granted. However, a late assignment will be accepted up to 24 hours after the submission deadline. There will be a deduction of 10% of the total available mark made from the total awarded mark up to 24 hours or part thereof that the submission is late. This penalty does not apply in cases for which an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Define and explain basic demographic concepts.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Analyse trends in population size and composition in Australia and internationally.
- Establish an understanding of patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

Final Exam

Due: **Exam Period**

Weighting: **55%**

The final exam will consist of multiple parts. Details are to be advised 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.

Notes on 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:

- Define and explain basic demographic concepts.

- Develop knowledge of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
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- Establish an understanding of patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

Delivery and Resources

Classes

For each student there will be 3 hours face-to-face teaching per week, consisting of a two-hour lecture and an one-hour tutorial. Each student should attend the scheduled lecture and one of the scheduled tutorials each week.

The **timetable** for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

Students who wish to change tutorial classes must request permission from the Unit Convener. Attendance will be taken in all the tutorials and in some of the lectures. When lecture attendance is not possible, it is student's responsibility to inform the lecturer and to ensure that they listen to the recorded lectures and prepare notes accordingly.

Please bring a calculator, lecture notes and the textbook to all tutorials. Please note that the tutorial classes will start in the first week of the session.

Students are expected to arrive on time and not leave until the class ends. Students with commitments that regularly prevent them from attending the entire lecture or tutorial are requested to discuss the situation with the lecturer or tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobile phones should be turned off during classes.

In addition to the time spent attending lectures and tutorials and doing assignments, each student is expected to spend a significant amount of time preparing for lectures and tutorials, updating lecture notes, reading the recommended demographic literature, learning the key definition and formulae, attempting exercises from the textbook, tutorial works, past class tests and exam papers, and revising for the final exam (7 hours per week is recommended). Students are also encouraged to follow recent development and public debates in relation to population and society in Australia and elsewhere in the media.

Prizes

A Merit Certificate from the Macquarie University and Department of Management will be awarded to the student who demonstrates the highest proficiency in this unit.

Required and Recommended Texts and/or Materials

Rowland, Donald (2003). Demographic Methods and Concepts, Oxford University Press. This

book is available for purchase from the Co-op Bookshop.

or

A.H. Pollard, Farhat Yusuf and G.N. Pollard, *Demographic Techniques* (third edition, 1990). This text is currently out of print. However, copies of the sections relevant to this unit (Chapters 1 - 6, 8) have been placed, with the authors' permission, at the Macquarie University Library RESERVE COLLECTION. Search for MKTG127 at <https://www.mq.edu.au/about/campus-services-and-facilities/library/multi-search/multisearch>

Other Useful Sources of Information

A list of other useful references, as well as lecture overheads and note-taking copies of a selection of the overheads, can be accessed from the MKTG127 iLearn web page (see below for details).

Technology Used and Required

Unit Web Page: Students can access MKTG127 unit materials online through Macquarie University's online learning environment, iLearn. Log into iLearn at ilearn.mq.edu.au using student ID number and myMQ Student Portal password.

Students are expected to be familiar with the use of basic office software, including word processing, spreadsheets and PowerPoint.

Lecture recordings (iLectures): Lectures will be recorded using the Echo360 Active Learning Platform and made available on iLearn. Whilst the iLectures may provide an additional resource, students are advised that no guarantees are given in relation to the availability or quality of the sound recordings or the functioning of any related websites or links to files of recordings of lectures. Students are expected to attend the lectures on a regular basis and to compile notes during the course of the lectures. Thus any failing of the iLectures will not be accepted as grounds for appeal.

People Unit

MKTG127 is a designated People unit. People units are designed to give students an understanding of what it means to live in the social world and to develop cultural or social literacy. This unit aims to contribute to the development of graduates who will be engaged with the challenges of living and working in a constantly changing contemporary society.

KickStart Package

This unit includes a KickStart package, designed to help students get a head start with studies. Students are encouraged to take advantage of the KickStart package when it becomes available in iLearn.

What is KickStart? KickStart is a package of resources and activities in iLearn that is specific to studying this unit. The package may include quizzes (for practice only), insights from industry experts and tips from previous students on how to succeed in the unit. Please note that the activities in the KickStart package do not count towards the final grade of the unit.

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 or if you are a Global MBA student contact 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) 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

If you are a Global MBA student contact 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/.

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

- Define and explain basic demographic concepts.
- Develop knowledge of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
- Analyse trends in population size and composition in Australia and internationally.
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Assessment tasks

- Assignment 1
- Assignment 2
- 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

- Define and explain basic demographic concepts.
- Develop knowledge of the main sources of demographic data, and of the strengths and limitations of the ranges of data that can be obtained from these sources.
- Apply basic demographic techniques to calculate demographic measures and interpret the results.
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Assessment tasks

- Assignment 1
- Assignment 2
- 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

- Define and explain basic demographic concepts.
- Develop knowledge of the main sources of demographic data, and of the strengths and

limitations of the ranges of data that can be obtained from these sources.

- Apply basic demographic techniques to calculate demographic measures and interpret the results.
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Assessment tasks

- Assignment 1
- Assignment 2
- Final Exam

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

- Define and explain basic demographic concepts.
- Establish an understanding of patterns of fertility, mortality and migration in Australia through data analysis using demographic techniques.

Assessment tasks

- Assignment 1
- Assignment 2

Changes from Previous Offering

New lectures on "The Changing Demography of Workforces in Australia and Worldwide", "International Migration and Cultural Diversity in Australia", and "The Changing Geographical Distribution of Population in Australia and Sydney" will be included. There will also be some coverage of population issues and policies in Australia and on stationary populations.

Global Perspectives and Sustainability

A global perspective will be introduced by including relevant literature of demographic studies and policy reports in Australia and internationally.

The sustainability of human population development is one of the key issues in demographic analysis, which will be discussed in the topics on mortality and fertility differentials in this unit.

Research and Practice

This unit includes materials from research conducted by Macquarie University researchers and external researchers, as indicated in the reference lists on iLearn.

Students will be provided with opportunities to conduct research on given topics and write essays based on their review of relevant literature.

Changes since First Published

Date	Description
30/07/2019	Removed unit schedule and updated version will be made available in iLearn.