



MKTG805

Applied Marketing Research

S1 Day 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Coordinator

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160, 3 Management Drive, MGSM

Monday, 1-2 pm

Lecturer

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Credit points

4

Prerequisites

MKTG815

Corequisites

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%**

Assessment summary

Task description

In class activities gives you the opportunity to share your theoretical knowledge on marketing research methods and experiences in conducting marketing research. Further, the activities will enable you to more successfully manage you research project, identify any pitfalls early-on, and address them as quickly as possible. In the class, you may work individually or work in a group. At conclusion of this assignment, you will deepen your learning on marketing research.

Due date

Week 2-13

Link to learning outcome

1, 2, 3

Type of collaboration

Individual and group

Submission

Please submit via Forum/discussion platform submission on [iLearn](#).

Format

Please refer to the [iLearn](#) Unit Page

Length

Please refer to the [iLearn](#) Unit Page

Submitting an application for Special Consideration and having it approved does not guarantee that you will secure your mark for the workshops you miss.

More information and supplementary documents will be located on iLearn and discussed in class. No extensions will be granted. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty.

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%**

Assessment summary

Task description

Marketing research project design helps you to apply marketing research principles and practices to design and implement a marketing research project. You take the view as if you are preparing a written marketing research proposal for a potential client. At the conclusion of this assignment, you will be able to identify a marketing problem, develop a marketing research question, and design and implement a marketing research proposal that address marketing problem.

Due date

Week 8, Wednesday 1st May, 11:55 pm

Link to learning outcome

1, 2

Type of collaboration

Group

Submission

Please submit via turnitin link in [iLearn](#)

Format

Please refer to the [iLearn](#) Unit Page

Length

2500 words±10%

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

No extensions will be granted. Late submission is subject to penalty.

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%**

Assessment summary

Task description

Data analysis and reporting aims to elevate your ability to make sense of data and solve marketing problems to further support marketing decision making. This assignment allows you to identify and apply appropriate analytical strategies to address a set of research questions. At the conclusion of this assignment you will be able to prepare a comprehensive report on data analysis, interpret the result, and suggest some solutions on the basis of your scientific findings that resolves marketing problems.

Due date

Week 13, Monday 3rd June, 11:55 pm

Link to learning outcome

1, 3

Type of collaboration

Individual

Submission

Please submit via turnitin link in [iLearn](#)

Format

Please refer to the [iLearn](#) Unit Page

Length

2000 words±10%

More information and supplementary documents will be located on iLearn and discussed in class. No extensions will be granted. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty.

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 workshop 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 workshop in 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/workshop 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/workshop 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 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

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.

More information about assignments are provided.

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.