

# MACQUARIE UNIVERSITY



DIVISION OF ECONOMIC AND FINANCIAL STUDIES  
BUSINESS DEPARTMENT

## COURSE OUTLINE, 2004

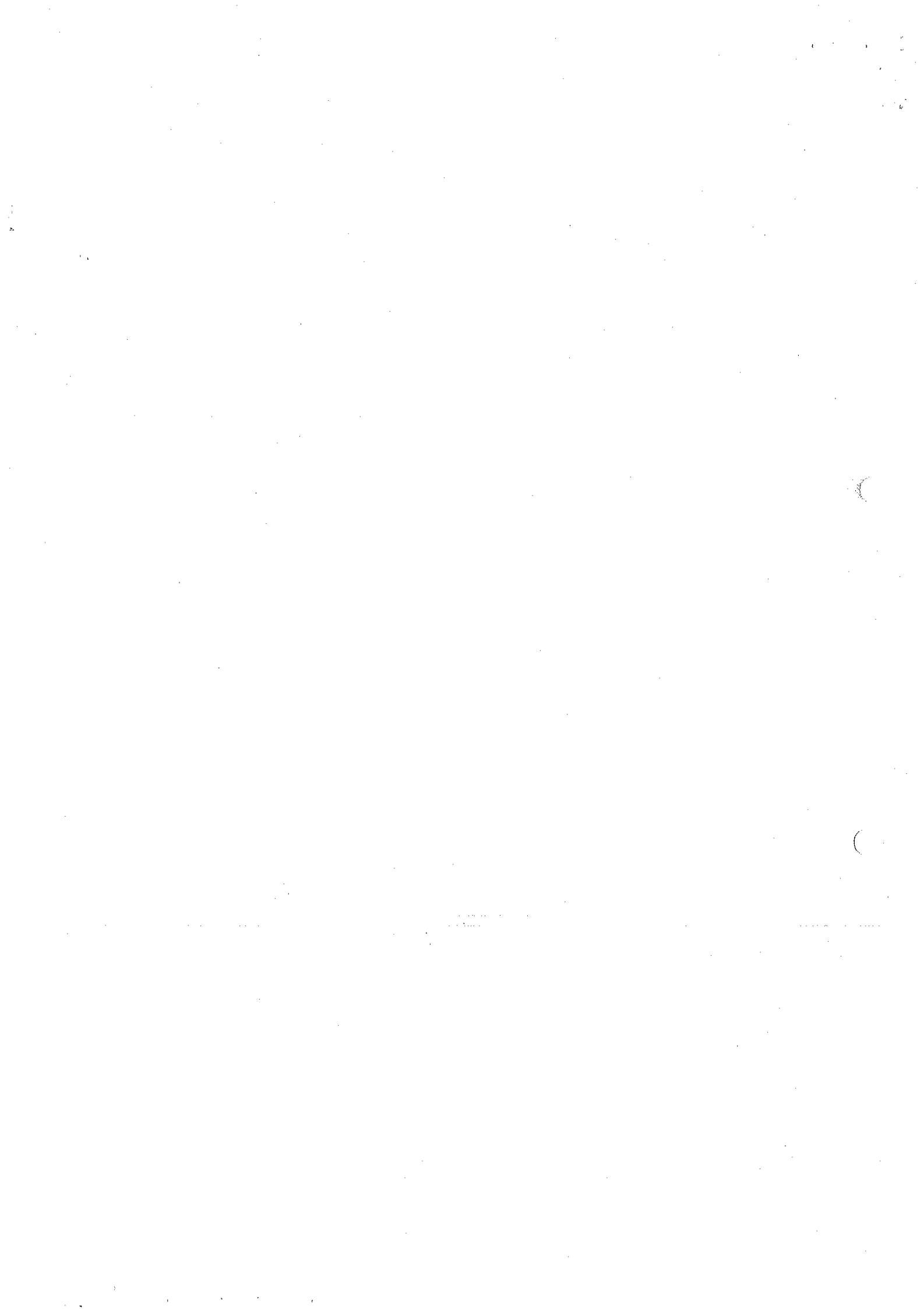
UNIT: MKTG202 - Marketing Research

LECTURERS: C. Korkofingas  
J de Meyrick  
F. Guo

COORDINATOR: C. Korkofingas

TIME: Day: Monday, 1.00-4.00pm  
Evening: Monday, 6.00-9.00pm

LOCATION: Day: Price Theatre  
Evening: W5AT1



**Full-time Staff:**

Con Korkofingas (CK)

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Fei Guo (FG)

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Email: [fguo@efs.mq.edu.au](mailto:fguo@efs.mq.edu.au)**Lecture Times/Locations:**

Day:	Monday 1 - 4pm	Price Theatre
Evening:	Monday 6 - 9 pm	W5AT1

There will be formal lectures for two hours of the scheduled lecture times each week. The third hour will be tutorial consisting of case study material, applications, web material, guest speakers or class tests. In the day class the lectures will run from 1-3 each week with the tutorial hour from 3-4 in specified weeks. The tutorial hour will not run every week. Refer to the class schedule in this handout to determine the weeks with a tutorial hour. Most of the tutorials will run as interactive sessions with materials to be distributed, if required, in class.

**Course Objectives:**

The course is primarily designed to introduce students to the main facets of marketing research. Theoretical research techniques are introduced and their application and implementation in practical situations is then presented. Students are expected to be able to apply the theoretical concepts to practical problems.

**Text:**

The recommended text is

***“Exploring Marketing Research”*** Zigmund W.G (The Dryden Press-Harcourt). Eighth Edition (2002)

It is also recommended that students purchase the course notes from the Co-op Bookshop on campus. The course notes will have all lecture material, summaries and relevant articles and applications. The course notes will be available from the second week of semester.

## **Website:**

MKTG 202 Marketing Research will have its own website. The website will contain materials that are relevant to the course such as case studies, questions and answers to typical problems, handouts, data sets etc. The website will also contain a bulletin board for announcements, posing of questions (and responses to those questions) and an evolving research project that will be a real world marketing research application. **All of the materials on the website will be examinable.** It is up to the student to ensure that they are up to date with the web-based materials.

## **The Website Address:**

<http://online.mq.edu.au/public/MKTG202/>

or you can follow the links of unit homepages from the department homepage at <http://www.bus.mq.edu.au>

**Note: The website is continually under construction and will evolve through the course of the semester.**

Each student will have a university login username and password: Enquiries about student login usernames and passwords should be directed to the Help desk in the library.

## **Exploring The Internet (ETI):**

Students are expected to work on the internet. The weeks for internet exercises are contained in the Class Schedule below. A more detailed explanation of the ETI exercises is contained on the Marketing Research website under the heading of ETI. It is up to the student to work through these exercises. These exercises will be examinable in the within semester examinations and in the final examination. Students are warned that the contents of websites may change so leaving this until the end of semester may be risky.

## **Assessment:**

The components of assessment are as follows:

Within Semester Examinations	30%
Research Project	20%
Final Examination	50%

Within Semester Examinations

There will be two examinations held in lecture/tutorial sessions on 30/8 and 25/10. The examinations will be of 50 minutes duration and conducted at the following times. For the day lecture, the examinations will commence at 2.50 p.m. and finish at 3.50 p.m. For the evening lecture, the examinations will commence at 7.30 p.m. and finish at 8.30 p.m. The first examination will cover all material up to and including lecture, tutorial and web material in Week 4. The second examination will cover lecture, tutorial and web material from Week 5 to Week 10 inclusive. The within semester examinations will consist of 25 multiple choice questions. The materials on the website including the web applications project, case studies and ETI are examinable. Practice tests are available on the website.

**\*\*\*It is important that you come to the class in which you are formally enrolled for your within semester test. Failure to do so will lead to forfeiture of marks obtained in the within semester tests.\*\*\***

Research Project

All students are to complete a major research project which may involve collation and presentation of marketing data, designing research proposals and questionnaires and presentation of reports on marketing research.

The exact details of the project will be given later in the semester.

Final Examination:

This will be of 3 hours duration and will cover all material in the course. The examination will consist of three parts;

<b>PART 1</b>	<b>Multiple Choice (30 questions)</b>	<b>45%</b>
<b>PART 2</b>	<b>Short Answer / Calculation (4 out of 6)</b>	<b>30%</b>
<b>PART 3</b>	<b>Case Study / Research Application (1 out of 2)</b>	<b>25%</b>

The final examination will cover all material in the course. The materials on the website including the web applications project, case studies and ETI are examinable.

The case studies will be unseen case studies. These unseen case studies will be similar in format to the case studies contained on the website

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**NOTE:**

***In order to pass the course you must achieve;***

- 1. An overall satisfactory performance in the total assessment***
- 2. An overall satisfactory performance in the examination components of the course***

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## Class Schedule:

Week Beginning	Topic	Reading, ETI	Lecturer	Case Study Questions
1 2/8	Introduction	Ch 1, 3	CK	
2 9/8	Market Information Systems.	Ch 2, 4	JM	
3 16/8	Exploratory Research	Ch 5 - 6 ETI: Week 3	JM	<b><u>Tutorial Hour this week</u></b> <b>Introduction to Project</b>
4 23/8	Secondary Data, Introduction to Survey Methods	Ch 7 - 8 ETI: W4	JM	<b><u>Tutorial Hour this week</u></b> <b>Project-Problem Definition</b>
5 30/8	Survey Methods	Ch 9 - 11 ETI: W5	JM	<b><u>First within Semester examination this week</u></b> <b><u>(Day 2.50-3:50 pm</u></b> <b><u>Evening 7.30-8:30pm)</u></b>
6 6/9	Measurement, Attitudes	Ch 13 - 14 ETI: W7	FG	
7 13/9	Questionnaire Design Issues	Ch 15 ETI: W8	FG	<b><u>Tutorial Hour this week</u></b> <b>Project –Exploratory</b>

## *Recess (18/9-3/10)*

8 4/10	No Lecture	Labour Day Holiday		
9 11/10	Sampling	Ch 16-17 ETI: W9	CK	<b><u>Tutorial Hour this week</u></b> <b>Project-measurement, sampling</b>
10 18/10	Test Markets Simulations	Ch 12 ETI: W6	CK	
11 25/10	Data Analysis	Ch 22 - 24 ETI: W11	CK	<b><u>Second within Semester examination this week</u></b> <b><u>(Day 2.50-3:50 pm</u></b> <b><u>Evening 7.30-8:30pm)</u></b>
12 1/11	Data Analysis (cont)		CK	
13 8/11	Data Analysis (cont)		CK	

## THE DANGERS OF CHEATING AND PLAGIARISM AND HOW TO AVOID THEM

To cheat in the context of university assignments, tests and examinations is to attempt to gain an unfair advantage by violating the principles of intellectual and scholarly integrity. Cheating also encompasses plagiarism, which is the appropriation or imitation of another person's ideas and manner of expressing them.

### WHAT IS CHEATING?

You will be guilty of cheating if you do any of the following:

1. Copy from another student during a test or examination. This is cheating whether or not there is collusion between the students involved. Collusion with another student who wishes to cheat from you exposes both parties to penalties under University Regulations.
2. Use or paraphrase the work of others, including any document, audio-visual or computer-based material, when preparing an assignment or writing an examination, and pretend it is your own work by not acknowledging where it came from.
3. Copy from another student's coursework whether that copying be with or without the knowledge of that student. This includes:
  - copying all or part of someone else's assignment
  - allowing someone else to copy all or part of your assignment
  - having someone else do all or part of an assignment for you
  - doing all or part of someone else's assignment for them.
4. Make up data and fabricate results in research assignments.
5. Impersonate someone else in an examination or test, or arrange such impersonation.
6. Use forbidden material in a test or examination, whether in printed or electronic form. For example, attempting to use a non-standard calculator in a restricted calculator examination.

### WHY IS IT WRONG?

If you take and use the work of another person without clearly stating or acknowledging your source, you are falsely claiming that material as your own work and committing an act of plagiarism. This is wrong because:

it violates the principle of intellectual and scholarly integrity.

it devalues the grades and qualifications gained legitimately by other students.

## PREVENTING CHEATING

All students and staff have a responsibility to prevent, discourage and report cheating.

Typically students cheat because they are having difficulty with the unit content, the language of the unit, or both. Cheating and/or plagiarism can be a temptation when students are experiencing difficulty with a heavy workload in the unit and seek to save time by using others work.

To avoid having students resort to cheating, the University provides many services to help students with their course or to make thoughtful decisions about whether to continue. Within the Division of Economic and Financial Studies, students should first seek assistance from their tutor and/or lecturer. The University also offers help through the Dean of Students or the University Health and Counselling Services.

There is a difference between getting help and cheating. You are encouraged to get help if you need assistance to understand the material and any set work so that you are in a better position to create your own answers.

## HOW TO PLAY SAFE

To maintain good academic practice, so that you may be given credit for your own efforts, and so that your own contribution can be properly appreciated and evaluated, you should acknowledge your sources and you should ALWAYS:

- (i) State clearly in the appropriate form where you found the material on which you have based your work, using the system of reference specified by the Division in which your assignment was set;
- (ii) Acknowledge the people whose concepts, experiments or results you have extracted, developed or summarised, even if you put these ideas into your own words;
- (iii) Avoid excessive copying of passages by another author, even where the source is acknowledged. Find another form of words to show that you have thought about the material and understood it, but remember to state clearly where you found the ideas.

There is nothing wrong with working with other students in a group; indeed sometimes you will be encouraged to do so. But after a certain point, each student must work on their own to produce their own written answers. If no specific guidelines for group-work have been given, a reasonable interpretation is that it is acceptable for two or more students to discuss a problem among themselves or with a staff member. The group may then agree that the answer should include certain points. But then each member of the group must independently write their own answer to the problem.



## PENALTIES

Students who are guilty of cheating and plagiarism will be penalised. Depending on the nature of the offence, the unit coordinator will determine the penalty. For example, extensive plagiarism may result in zero marks for an assignment. Repeat offences will be referred to the University Discipline Committee and may result in failure or exclusion from the university.



# MACQUARIE UNIVERSITY

## Professional Authority Form

This form must be completed by a professional authority.

Students at Macquarie University are able to apply for special consideration if they are unable to attend an examination or if they consider that their examination preparation or overall performance in a unit of study has been affected by unavoidable disruption or misadventure. Special consideration may also be granted if a student is forced to leave the examination room early due to illness or unavoidable disruption and believes that his/her examination performance has been affected. In most circumstances documentary evidence is required before special consideration will be granted and your assistance in providing information on the student's illness or misadventure would be appreciated. The information you provide will allow the University to make a fair decision about the student's academic performance and will only be used to assess the student's request for special consideration. If special consideration is requested on non-medical grounds, appropriate supporting documentation must be provided, e.g. statutory declarations by independent witnesses, police reports, or statements from sufficiently senior officials in the place of employment. **Photocopies of documents will not be accepted unless they have been certified by a member of the Registrar's staff.**

### Professional Use Only

Student's Name: \_\_\_\_\_

ID Number: \_\_\_\_\_

Date of Consultation: \_\_\_\_\_

Date/s of illness or misadventure: From: \_\_\_\_\_ To: \_\_\_\_\_

Please tick the box which best describes the student's illness or misadventure

In my opinion the effect of the illness or misadventure on the above day/s was (or will be):

Negligible ( )                      mild ( )                      moderate ( )                      severe ( )

Was the student suffering from symptoms of the illness or misadventure on the date of the consultation? Yes/No  
Please provide details of misadventure or illness including symptoms and the way in which the circumstances are likely to affect exam performance. Is the illness or misadventure related to or as a result of a pre-existing condition? Give details below.

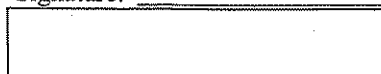
Name and Title: \_\_\_\_\_

Profession: \_\_\_\_\_

Provider Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Phone number/s: \_\_\_\_\_



Stamp or seal of Professional Authority  
(or attach letterhead)

