

**College of Commerce
Division of Economic and Financial Studies
Department of Business**

MKTG 202 MARKETING RESEARCH

UNIT OUTLINE Semester 2, 2006

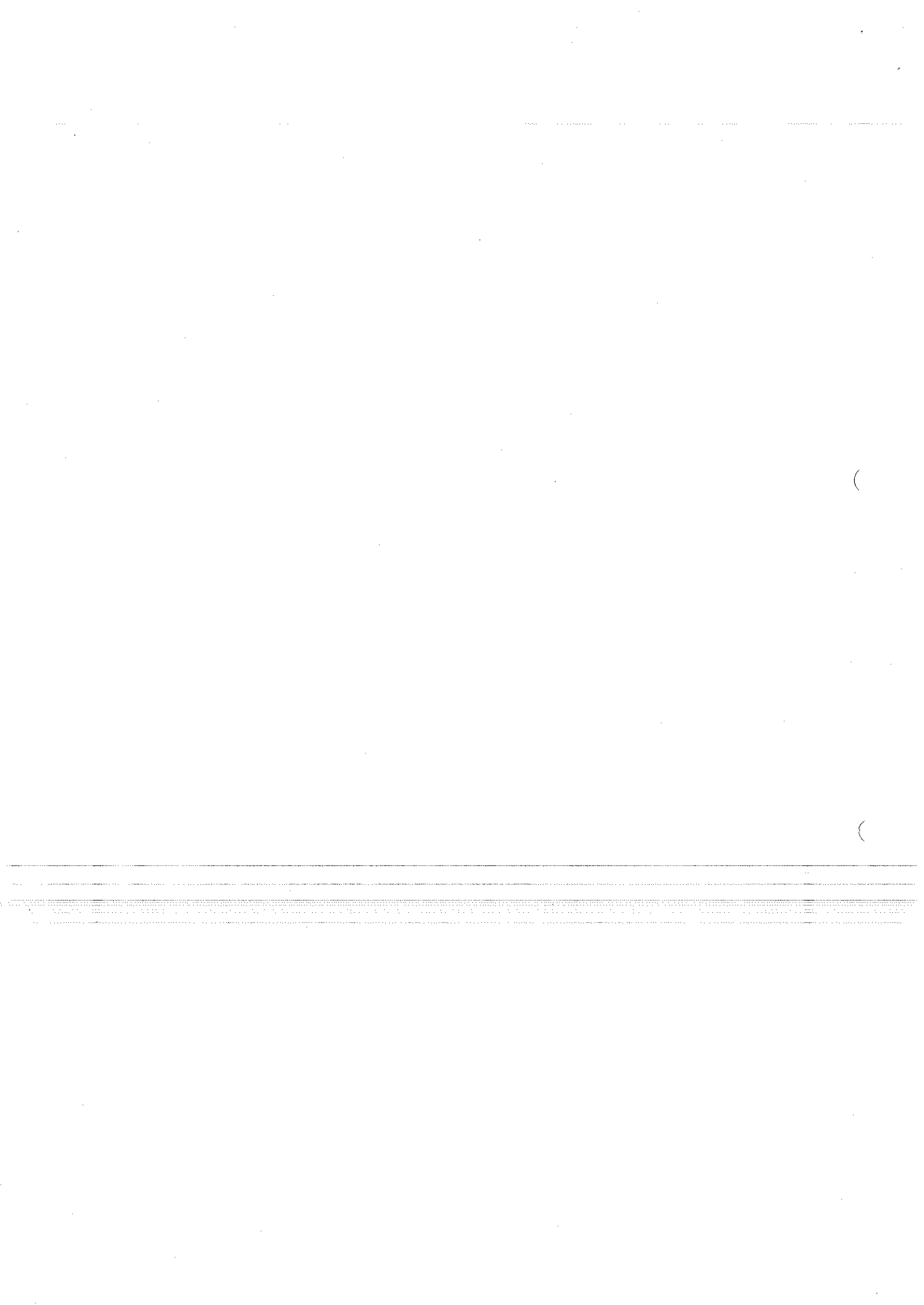
Lectures: Monday 1-4 pm, Price Theatre
Monday 4-6 pm, W5AT1

Unit Convenor: Julian de Meyrick

Lecturer: Richard Pester

Prerequisites: MKTG101; ECON111; STAT170;

Students in this unit should read the Unit Outline carefully at the beginning of the semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.



ABOUT THIS UNIT

MKTG202 is a 3 credit point unit.

This unit introduces students to the techniques and methodologies applied in marketing research. Marketers need to make regular decisions and choices regarding marketing of their products and services. Key inputs into marketing decision-making are information and intelligence regarding consumers, consumer preferences and perceptions, markets and environments. Marketing research is a systematic and scientific set of processes for providing key information and intelligence to marketing decision makers. Included topics are identification of informational needs, collation of data, ethical issues regarding data collation, storage and dissemination of data and information, analysis of data, transformation of data and presentation of analysis output into usable information for decision making.

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.

TEACHING STAFF

Convenor	Julian de Meyrick	julian.demeyrick@mq.edu.au
Room	E4A 628	Ph. 9850 8463
Consultation:	By appointment	
Lecturer:	Richard Pester	

CLASSES

Lecture Time: Monday 1-4pm, Price Theatre or 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.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Unit Materials

The recommended text is

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

(2002)

UNIT WEB PAGE:

MKTG 202 Marketing Research will have its own website. The website will contain materials that are relevant to the course such as lecture slides, handouts and any other data or information needed for the course. The website will also contain a bulletin board for announcements, posing of questions and responses to those questions. **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 IT Help desk in the library.

LEARNING OUTCOMES

The learning outcomes of this unit are:

- an understanding of the need for, and uses of, marketing research
- an understanding of simple methodologies used in marketing research
- application of simple market research techniques
- an understanding of the application of marketing research analysis and output in key marketing decisions

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. Students should develop skills in the following:

- working in teams
- taking responsibility for the students own learning

TEACHING AND LEARNING STRATEGY

This unit is taught using lectures and via website materials. Students are expected to read in advance of lectures and complete assigned web exercises and projects.

LECTURE PROGRAM: 2006

Week Beginning	Topic	Reading,	Case Study Questions
1 31/7	Introduction	Ch 1, 3	
2 7/8	Market Information Systems.	Ch 2, 4	
3 14/8	Exploratory Research	Ch 5 - 6	<u>Tutorial Hour this week</u>
4 21/8	Secondary Data, Introduction to Survey Methods	Ch 7 - 8	<u>Tutorial Hour this week</u>
5 28/8	Survey Methods	Ch 9 - 11	<u>First within Semester examination this week</u> <u>(Day 2.50-3:50 pm</u> <u>Evening 7.30-8:30pm)</u>
6 4/9	Measurement, Attitudes	Ch 13 - 14	
7 1/9	Questionnaire Design Issues	Ch 15	<u>Tutorial Hour this week</u>

8 2/10	No Lecture	Labour Day Holiday	
9 9/10	Sampling	Ch 16-17	<u>Tutorial Hour this week</u>
10 16/10	Test Markets Simulations	Ch 12	
11 23/10	Data Analysis	Ch 22 - 24	<u>Second within Semester examination this week</u> <u>(Day 2.50-3:50 pm</u> <u>Evening 7.30-8:30pm)</u>
12 30/10	Data Analysis (cont)		
13 6/11	Data Analysis (cont)		

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ASSESSMENT AND RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

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 in weeks 5 and 11. 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.

*****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;

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

The final examination will cover all material in the course.

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*

Raw Mark and Grade Meanings

To assist students to interpret the meaning of the raw mark on assignments the following information is provided:

Range of Marks

(max 20)

- 0-8** Work is below the required standard. A major effort should be made to improve the quality of the work.
- 9** A marginal effort, has important weaknesses which require further attention.
- 10-13** A sound level of work with no major shortcomings. Meets the expected level of work at this unit level.
- 14-16** Displays academic excellence in some areas, but with limitations in scope and ability to sustain a position.
- 17-20** Work is among the highest quality produced by students at the level of this unit.

Final Grades:

The final mark and grade awarded to students will be assessed on the following criteria

- HD.** Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition
- D.** Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the subject.
- CR.** Denotes performance which is substantially better than would normally be expected of competent students in the unit
- P.** Denotes performance which satisfies unit objectives
- PC.** Denotes performance which meets unit objectives only marginally, and which is therefore unlikely to be adequate preparation for further study in the area
- F** denotes performance which does not meet unit objectives

The raw mark will not necessarily be exactly the same as the final mark awarded. Raw marks may be scaled according to normal statistical procedures.

*****Note that the total raw mark a student has achieved will not necessarily be indicative of the grade the student obtains. At the final tabulation stage, consideration will be given to individual student performance in all aspects of assessment but especially in the examination components and the above criteria for a grade will apply. Student raw marks may then be adjusted to reflect the grade awarded*****

#All students are required to perform satisfactorily in the final examination to obtain a passing grade for the unit. The combined performance of the student in the examination components of the course will be a prime determinant of the student's final grade in this unit. In the case that a student has not achieved a satisfactory performance in the examination components, then the final mark awarded will be indicative of that examination performance ie marks in other assessment tasks will be weighted differently in the final mark.

FORMAL EXAMINATION PROCEDURES:

The University examination period in Second Half Year 2006 is from 15 November to 1 December.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCon.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period

PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at:

<http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or

<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.