COLLEGE OF COMMERCE

DIVISION OF ECONOMIC AND FINANCIAL STUDIES

DEPARTMENT OF BUSINESS

MKTG 202

MARKETING RESEARCH

UNIT OUTLINE

SEMESTER 2, 2007

Lectures: Monday, 1:00am – 4:00pm, W5A - Price Theatre
or Monday, 6.00pm-9.00pm, W5A T1

Unit Convenor: Con Korkofingas

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.

The marketing concept suggests that marketing is concerned with the satisfaction of customers needs and wants while satisfying organisational goals. A prerequisite for marketers to satisfy customer needs and wants is to possess information about those needs and wants. Additionally, marketers require information about markets, competitors and the external environment. Information about customers, the market and the environment can be utilised by marketers to make optimal marketing decisions and strategies. The information required is typically not immediately available to the marketer and must be generated from data collected from various relevant sources. Marketing research is concerned with the processes used to collect data from these relevant sources, the processes involved in transformation of the raw data input to information output and the processes involved in presenting information that makes the information relevant to marketing decisions.

The unit 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. Although, there are statistical concepts that underpin many of the concepts, the emphasis of the unit is more on application and use of the techniques rather than a rigorous examination of statistical methodologies.

Teaching Staff

Con Korkofingas (CK)	Room E4A-629	X8545
(Convenor)	email: ckorkof@efs.mq.edu	
Lawrence Ang (LA)	Room E4A- 638	X9135
	email: lang@efs.mq.edu.au	

Consultation Hours will be as follows: ***Tuesdays 2pm to 3pm***

Classes

Lecture Time:	Monday 1.00-3.00 pm or Monday 6.00-8.00 pm
Tutorial Times:	Monday 3.00-4.00pm or *Monday 8.00-9.00pm *For the mid-semester tests, starting time will be at 7.30 pm, for tutorials regarding the project starting time **may** be switched to 6.00-7.00 pm with the lecture following

Requires and Recommended Texts and/or Materials

The recommended text is:

> "***Exploring Marketing Research***" Zikmund W.G (The Dryden Press-Harcourt). Eight Edition (2003)

Unit Web Page

All announcements and resources will be available on the web site. There are a number of resource materials on the website including lecture slides, practice questions, case studies and practice exam questions for both the within semester and final exams. There is also a forum for student interaction and contact with the lecturers or the convenor. Please consult it at least once a day for messages and updates.

The website can be accessed via the usual online login for students in the unit.

The website may be undergoing some reconstruction and reform during the semester to update the site and improve student access to resources. This may cause the website to be down or incomplete for a short while during this process. Your understanding is appreciated.

Learning Outcomes

The learning outcomes of this unit are:

- an understanding of the need for, and uses of, marketing research
- an understanding of the various data gathering techniques relevant for marketing decisions
- an understanding of processes involved in transforming raw data to usable marketing information
- an understanding of application of marketing research techniques in a marketing environment.

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

- working in teams
- taking responsibility for your own learning

Teaching and Learning Strategy

This unit is taught using lectures and tutorials. Students are expected to read in advance of lectures, and participate in tutorials. There is also an applied marketing research project assisting students to apply concepts introduced in lectures to the marketing environment.

Assessment

Assessment

The components of assessment are as follows:

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

Within Semester Examinations

There will be two examinations held in tutorials in Week 5 (week commencing 27/8) and Week 12 (week commencing 29/10).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. In 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 material in Week 4. The second examination will cover lecture 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 tests. Failure to do so may lead to forfeiture of marks obtained in the within semester tests.

Research Project

All students are to complete a major research project (in groups) which will involve designing research proposals and questionnaires, collation and presentation of marketing data and presentation of reports on marketing research. The assessment mark for a student in the research project will be the mark awarded to the group provided the student has contributed equally to the group effort. A peer assessment review will be mainly used to determine the contribution of each student to the group work. Most of the tutorials in the unit will be concerned with the research project.

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)***	***40%***
PART 3	***Case Study / Research Applications (1 out of 2)***	***15%***

The final examination will cover **all** material in the course**.** The research project materials are examinable.

The case studies will be unseen case studies. These unseen case studies will be similar in format (although not the same as) 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

Lecture Date	Topic	Reading	Lecturer	Notes
1 30/7	Introduction	Ch 1, 3	LA	
2 6/8	Market Information Systems. Problem Definition	Ch 2, 5	LA	**Tutorial Hour this week** Marketing Information Systems & Problem Definition.
3 13/8	Exploratory Research Secondary Data	Ch 6 - 7	LA	**Tutorial Hour this week** Secondary Data/Desktop Research
4 20/8	Survey Methods & Observation	Ch 8 - 10	LA	
5 27/8	Measurement & Attitude Measurement	Ch 13 - 14	LA	**First within Semester examination this week (Day 2.50-3:50 pm Evening 7.30-8:30pm)**
6 3/9	Questionnaire Design Issues	Ch 15	LA	**Tutorial Hour this week:** Introduction to Research project
7 10/9	Sampling	Ch 16-17	CK	**Tutorial Hour this week:** Research project
	SEMESTER		**BREAK**	
8 1/10	**No Lecture-Public Holiday**			
9 8/10	Data Analysis	Ch 22 - 24	CK	**Tutorial Hour this week:** Research project
10 15/10	Data Analysis (cont)	Ch 22 - 24	CK	**Tutorial Hour this week:** Research project
11 22/10	Data Analysis (cont)	Ch 22 - 24	CK	
12 29/10	Data Analysis (cont)	Ch 22-24	CK	**Second within Semester examination this week (Day 2.50-3:50 pm Evening 7.30-8:30pm)**
13 5/11	Other Applications, Review		CK	**Tutorial Hour this week:** Research project

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 10)

0 - 4	Work is below the required standard. A major effort should be made to improve the quality of the work.
4.5	A marginal effort, has important weaknesses which require further attention.
4.5 – 6.5	A sound level of work with no major shortcomings. Meets the expected level of work at this unit level.
7 -8	Displays academic excellence in some areas, but with limitations in scope and ability to sustain a position.
8.5-10	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 the second semester 2007 is from 14 November to 30 November.

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 accessed at http://www.student.mq.edu.au.

Classroom Etiquette

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
Students are expected to be quiet during lectures unless, of course, class participation is required.
Mobiles should be turned off during classes; not simply set to “silent”.