

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**MKTG202**  
**Marketing Research**  
**First Semester, 2010**

*Department of Business*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS  
UNIT OUTLINE**

**Year and Semester: 2010, Semester 1**

**Unit convenor: Hume WINZAR**

**[Prerequisites: MKTG101; ECON111; STAT170]**

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**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**

- Convenor: Dr Hume Winzar
  - Consultation hours: 1:00pm to 3:00pm Thursday, or by appointment
  - Room 633/ E4A
  - Phone: (02 9850) 6468
  - E-mail: [hume.winzar@mq.edu.au](mailto:hume.winzar@mq.edu.au)

- Other staff: Dr Cathy Xu                      Consultation hours: TBA

## CLASSES

- 3 hours face-to-face teaching per week consisting of for example; 1 x 2-hour lecture and 1 x 1-hour tutorial/lab
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed text:  
Zikmund, Ward, Winzar & Lowe, (2007) "Marketing Research: First Asia-Pacific Edition" Cengage (Thomson Learning) ISBN: 9780170127349
- Recommended texts:  
Kirkpatrick, L.A. and Feeney, B.C. (2011), A Simple Guide to SPSS® for Version 17.0, 10ed. Cengage ISBN-10: 0840031882

## UNIT WEB PAGE

- The web page for this unit can be found at: Blackboard <http://learn.mq.edu.au>  
All announcements and resources will be available on the web site. Resource materials include 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 faculty. You should consult the course Website several times per week for messages and updates.

## LEARNING OBJECTIVES AND OUTCOMES

- The learning objectives of this unit are
  - Basic skills in research design, practice and analysis
  - Extension of statistical skills to applied problems
  - Logical connection between information needed to solve a business/marketing problem and the information provided.
- The learning outcomes of this unit are understanding of ...
  - the need for, and uses of, marketing research
  - the various data gathering techniques relevant for marketing decisions
  - processes involved in transforming raw data to usable marketing information
  - application of marketing research techniques in a marketing environment

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

*Foundation skills of literacy, numeracy and information technology;*  
*Critical analysis skills;*  
*Problem-solving skills*

## TEACHING AND LEARNING STRATEGY

- This unit is taught using lectures and tutorials. Lectures serve to highlight key topics and elaborate on important or difficult topics. They are not a summary of, or a substitute for, the textbook or other resources. Tutorials serve to give students practice in applying concepts and developing skills in critical and logical thinking, information gathering and analysis.
- Students are expected to read in advance of lectures, and participate in all lecture presentations. There is also an applied marketing research project assisting students to apply concepts introduced in course to the marketing environment. This will be introduced within the lecture presentations.

## CLASSROOM ETIQUETTE

- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, please have the courtesy to discuss this with your lecturer/tutor.
- Attendance will be taken in the tutorials.
- Active participation in tutorials is expected.
- Mobile phone must be turned off and not simply set to 'silent'.

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

### Assessment

The components of assessment are as follows:

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

### Within-Semester Quizzes

Two quizzes held in tutorials in Week 5 (25 & 26 March) and Week 11 (20 & 21 May). Each examination will consist of 25 multiple choice questions within 45 minutes duration.

Practice questions will be posted on the MKTG202 website.

It is important that you come to the tutorial class in which you are formally enrolled. 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) involving collation and presentation of marketing data, designing research proposals and questionnaires 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 may be 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. Students will need to form groups and register these groups with the business department administrator Yang Yang via the website. She can be contacted if there are problems at (yyang@efs.mq.edu.au)

Details of the project will be posted to the course website, including forms and marking guides.

### **Final Examination:**

This will be of 3 hours duration and will cover all material in the course including the research project materials.

The examination will consist of two parts.

PART 1	Multiple Choice (30 questions)	30%
PART 2	Short Answer / Calculation	70%

### **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

The University Examination period in First Half Year 2010 is from 9 June to 25 June.

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, which 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.

## **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>.

## Class Schedule

Lecture Date	Topic	Reading	Notes
1 25 Feb	Course introduction The research process	Ch 1, 3	
2 4 Mar	Aiming for the Goal: the Research Report Exploratory research and qualitative analysis Digital research	Ch 16, 2, 4	Introduction and group formation. Starting with Qualtrics.
3 11 Mar	Survey Research techniques	Ch 5 - 6	Chapter Review Questions Starting with SPSS
4 18 Mar	Survey Methods Experimental Research & Test Marketing	Ch 4, 7, 8	Chapter Review Questions. Summarising basic data.  Confirm Project Group Membership + ½ page suggestion for Group Project.
5 25 Mar	Measurement Issues Review of semester to date.	Ch 1 - 8	<b>First Within-Semester quiz this week</b>
6 1 Apr	Questionnaire Design	Ch 9 & 16	<b>No Tutorials this week: Good Friday.</b>
	SEMESTER BREAK		
7 22 Apr	Sampling Editing & coding	Ch 10 - 11	Enhanced features of Qualtrics  ½ page progress report on Group Project (Questionnaire)
8 29 Apr	Review of semester to date.	Ch 4 – 11	Qualtrics output  Basic data cleanup & analysis in SPSS and Excel.

<b>9 6 May</b>	Data Analysis	Ch 12 - 13	Descriptive Statistics in SPSS
<b>10 13 May</b>	Data Analysis (cont)	Ch 13 – 14	Bivariate statistics in SPSS.  ½ page progress report on Group Project.
<b>11 20 May</b>	Data Analysis (cont)	Ch 15 – 16	<b>Second Within-Semester quiz this week</b>
<b>12 27 May</b>	Data Analysis (cont) Review of semester to date.	Ch 9 - 16	Multivariate statistics in SPSS.
<b>13 3 June</b>	Other Applications.		Submit Research project