

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG202
Marketing Research

Semester 2, 2010

Department of Business

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE**

Year and Semester:	2010, Semester 2
Unit convenor:	Associate Professor Hume Winzar
Prerequisites / Corequisites:	MKTG101; ECON111; STAT170
Credit points:	3

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 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: 12:00pm to 1:00pm Monday, or by appointment
 - Room 633/ E4A

- Phone: (02 9850) 6468
- E-mail: hume.winzar@mq.edu.au

- Other Staff (See the course website)

CONSULTATION TIMES

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Students are encouraged to make use of the online discussion forum in the course website on BlackBoard.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

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

These texts can be purchased from the Macquarie University Co-op Bookshop. They are also available in the Macquarie Library.

TECHNOLOGY USED AND REQUIRED

- Students will need to have access to a personal computer, with word processor software. Also they will need access to the Internet.

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 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

GRADUATE CAPABILITIES

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.

RESEARCH AND PRACTICE

- This unit uses research by Macquarie University researchers
- This unit uses research from external sources
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

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 Quiz's

Two quizzes held in tutorials in Week 4 (23-24 August) and Week 10 (18-19 October).

Each quiz 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 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 online in the course website.

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%

Title/Name	Quiz 1	Quiz 2	Group Project	Final Examination
Description <i>(including length or similar if applicable)</i>	25 MCQ, 45 Minutes	25 MCQ, 45 Minutes	Less than 3000 Words	3 hours
Due date	Week 4 (23-24 August)	Week 10 (18-19 October)	End of week 12 (Midnight Friday 5 November)	exam period
% Weighting	10%	10%	30%	50%
Grading method	Standardised marking for MCQ	Standardised marking for MCQ	marking rubric is available on the course website	Standardised marking criteria applied to short-answers, and to MCQ.
Submission method	In-class paper answer-sheet	In-class paper answer-sheet	Online submission of Report file.	MCQ on answer sheet. Short-answers on exam paper.
Feedback	Grade, within a week.	Grade, within a week.	Online Rubric and comments, within two weeks.	Grade and comments on exam paper.
Estimated student workload (hours)	10	10	30	50
Learning outcomes assessed				
1	Basic skills in research design,	Basic skills in research practice and analysis	Extension of statistical skills to applied problems	Basic skills in research design, practice and analysis
2	Logical connection between information needed and information provided.	Statistical skills to applied problems	Logical connection between information needed to solve a business/marketing problem and the information provided.	Extension of statistical skills to applied problems

3	Understanding data gathering techniques	Understanding the need for, and uses of, marketing research	Understanding data-gathering techniques relevant for marketing decisions	Logical connection between information needed and information provided.
4			Understanding processes involved in transforming raw data to usable marketing	Understanding data gathering techniques relevant for marketing decisions
5				Understanding application of marketing research techniques in a marketing environment
Graduate capabilities assessed				
a	Critical analysis skills	Critical analysis skills	Foundation skills of literacy, numeracy and information technology;	Foundation skills of literacy, numeracy and information technology;
b			Critical analysis skills;	Critical analysis skills;
c			Problem-solving skills.	Problem-solving skills.

- Extension requests must be made to the course convenor (Hume Winzar) before the deadline, stating sound reasons for the extension. Workload, poor planning, and group conflict are not sufficient reasons.
- Late submissions: late submission of the Major Assignment will incur a penalty of 10 percentage points for each day late (i.e. 3 marks), including weekends. Submissions more than a week late will not be accepted.

- Attendance: Attendance at lectures and tutorial workshops is not compulsory but is very strongly recommended. There is a direct relationship between attendance and performance in this course.
- Examinations

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period.

The University Examination period in Second Half Year 2010 is from 17 November to 3 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. The University's policy on special consideration process is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged

- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

GRADES

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://senate.mq.edu.au/rules/Guidelines2003.doc> or

<http://senate.mq.edu.au/rules/detailedguidelines.doc>

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they

do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

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>

Individual Unit Convenors may wish to add Unit/ Faculty specific support e.g. BESS, Room, PAL, and E4B Consultation Room.

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Class Schedule

Lecture Date	Topic	Reading	Notes
1 2 Aug	Course introduction The research process	Ch 1, 3	
2 9 Aug	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 16 Aug	Survey Research techniques	Ch 5 - 6	Chapter Review Questions Starting with SPSS
4 23 Aug	Survey Methods Experimental Research & Test Marketing	Ch 4, 7, 8	First Within-Semester quiz this week
5 30 Aug	Measurement Issues	Ch 1 - 8	Enhanced features of Qualtrics
6 6 Sep	Questionnaire Design	Ch 9 & 16	Summarising data with SPSS and Excel
7 13 Sep	Sampling Editing & coding	Ch 10 - 11	Qualtrics output Basic data cleanup & analysis in SPSS and Excel. ½ page progress report on Group Project (Questionnaire)
SEMESTER BREAK			
8 4 Oct	No Classes this week Labour Day Holiday Monday 4 October	Ch 4 – 11	
9 11 Oct	Data Analysis	Ch 12 - 13	Descriptive Statistics in SPSS ½ page progress report on Group Project.
10 18 Oct	Data Analysis (cont)	Ch 13 – 14	Second Within-Semester quiz this week

11 25 Oct	Data Analysis (cont)	Ch 15 – 16	Bivariate statistics in SPSS.
12 1 Nov	Data Analysis (cont) Review of semester to date.	Ch 9 - 16	Multivariate statistics in SPSS. Submit Research project at week's end.
13 8 Nov	Other Applications.		