

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

MKTG202  
Marketing Research

Semester 1, 2011

*Department of Marketing & Management*

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

<b>Year and Semester:</b>	<b>2011, Semester 1</b>
<b>Unit convenor:</b>	<b>Hume Winzar</b>
<b>Prerequisites/ Corequisites:</b>	<b>MKTG101 and (STAT170 or STAT171 or PSY122)</b>
<b>Credit points:</b>	<b>3</b>

*(Assessment requirements have changed significantly from previous offerings of this unit.)*

Students in this unit should read this unit guide 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.
- This unit teaches students to review the quantitative research techniques acquired in earlier units and introduces some qualitative methods. The purpose of the unit is to concentrate on the application of research techniques to problems confronting marketing managers in strategic and operational situations. While the emphasis is on applications, students will appreciate the differences in techniques be able to select appropriate methodologies that will produce relevant information sets for decision-making. The focus will be on placing research methodology into a decision-making context.
- 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:  
Hume WINZAR ([hume.winzar@mq.edu.au](mailto:hume.winzar@mq.edu.au), Ph: 02 9850 6468, Room: E4A/633)
- Tutors:  
Abas MIRZAEI ([abas.mirzaei@mq.edu.au](mailto:abas.mirzaei@mq.edu.au))  
Claudius SINGH ([claudius.singh@students.mq.edu.au](mailto:claudius.singh@students.mq.edu.au))

#### CONSULTATION TIMES

*Hume WINZAR:*

*Thursday: 11:00AM to Noon, 1:00PM to 2:00PM, or by appointment*

*Tutors: TBA. See Unit Website*

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. Staff will not conduct any consultations by email. You may, however, phone staff during their 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 & Babin (2011) “Marketing Research: 2<sup>nd</sup> Asia-Pacific Edition” Cengage  
ISBN-10: 0170183343 | ISBN-13: 9780170183345
- 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 access to the Internet and word processor software.
- In laboratories, we will use MS-Word, MS-Excel, and SPSS statistical software.

## 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 the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

1. Discipline Specific Knowledge and Skills
2. Critical, Analytical and Integrative Thinking
3. Problem Solving and Research Capability
4. Effective Communication
5. Capable of Professional and Personal Judgement and Initiative
6. Commitment to Continuous Learning

## 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.
- A week-by-week list of the topics to be covered is presented at the end of this Unit Guide.

## RESEARCH AND PRACTICE

- This unit uses research by Macquarie University researchers (Zikmund *et al.*, 2011 and other resources on BlackBoard)
- This unit uses research from external sources (Zikmund *et al.*, 2011 and other resources on BlackBoard)
- This unit gives you opportunities to conduct your own research

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>
Title/Name	Group Research Report	Mid-Semester Quiz	Final Examination
Description	<p>Task one is to join a Research Group:  <i>(Experience shows that willingness to join and recruit team-members is directly related to speed of starting a project and that is related to grade performance.)</i>                      Project is submitted in three (3) parts:</p> <ol style="list-style-type: none"> <li>1. Qualitative results,                          Max 400 words,                          5%                          Wed. Week 5.</li> <li>2. Questionnaire draft,                          Max 400 words,                          5%                          Wed. Week 7.</li> <li>3. Final report                          Max 3000 words,                          20%                          Fri. Week 12.</li> </ol> <p>Additionally, teams will help other teams with peer assessment of other teams' drafts.                      Week 5 (2%)                      Week 7 (3%)</p>	50 MCQ in tutorials	3 hours, MCQ and Short-Answer questions.
Due date	23 March, 6 April, 27 May	5-6 May	Examination Period
% Weighting	35%	15%	50%
Grading method	Grading Rubric for all components. Details posted on unit website.	Optical scanner	Grading Rubric
Submission method	Online submission, Plus, bring hard-copy to tutorial for Peer Assessment.	Hardcopy in class	Hardcopy in exam room
Feedback	Grading Rubric online. Within 10 days of submission.	Summary of questions discussed in Lecture	Final Grade and script viewing
Estimated student workload (hours)	30 hours	15 hours	50 hours

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>
Learning outcomes assessed			
1		the need for, and uses of, marketing research	the need for, and uses of, marketing research
2	the various data gathering techniques relevant for marketing decisions	the various data gathering techniques relevant for marketing decisions	the various data gathering techniques relevant for marketing decisions
3	processes involved in transforming raw data to usable marketing information	processes involved in transforming raw data to usable marketing information	processes involved in transforming raw data to usable marketing information
4		application of marketing research techniques in a marketing environment	application of marketing research techniques in a marketing environment
Graduate capabilities assessed			
1	Discipline Specific Knowledge and Skills	Discipline Specific Knowledge and Skills	Discipline Specific Knowledge and Skills
2	Critical, Analytical and Integrative Thinking		Critical, Analytical and Integrative Thinking
3	Problem Solving and Research Capability	Problem Solving and Research Capability	Problem Solving and Research Capability
4	Effective Communication		Effective Communication
5	Capable of Professional and Personal Judgement and Initiative		
6	Commitment to Continuous Learning		

- Extension requests detailing process and conditions

Extension for assignments should not be necessary because you are working in teams which must, perforce, pick up when there is an emergency or illness. Requests for an extension on an assignment or a quiz must be received prior to the due date, not on or after the due date.

- Late submissions:

Late submissions of Project Report, parts A and B, cannot be accepted because it makes timely assessment and Peer Assessment impossible. Late submission of Project Report, part C, will incur a penalty of 10% (2 marks) for each day, or part thereof, late.

- Attendance:

Attendance at tutorials and lectures is not compulsory, but it is strongly advised. Experience shows a strong correlation between active attendance and grade performance. And, obviously it is impossible to contribute to peer assessment and take a mid-semester quiz if one is not present.

- 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 First Half Year 2011 is from 6 June 2011 to 24 June 2011

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

## **GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

## **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/new\\_and\\_current\\_students/undergraduate/how\\_do\\_i/grade\\_appeals](http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/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](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, 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/ tutorial activities
1 24 Feb	Course introduction The research process	Ch 1, 3	
2 3 Mar	Aiming for the Goal: the Research Report Exploratory research and qualitative analysis Digital research	Ch 16, 2, 4	Introduction and group formation. Observation and interview techniques.
3 10 Mar	Survey Research techniques	Ch 5 - 6	Online questionnaire, Interviews & Focus Groups
4 17 Mar	Survey Methods Experimental Research & Test Marketing	Ch 4, 7, 8	Starting with Qualtrics
5 24 Mar	Measurement Issues	Ch 1 - 8	<b>Group Research Report (A, Qualitative findings) due Wednesday. Peer assessment in tutorials.</b>
6 31 Mar	Questionnaire Design	Ch 9 & 16	Enhanced features of Qualtrics
7 7 Apr	Sampling Editing & coding	Ch 10 - 11	<b>Group Research Report (B, Questionnaire draft) due Wednesday. Peer assessment in tutorials.</b>
	SEMESTER BREAK		
8 28 Apr	Data Analysis	Ch 4 – 11	Qualtrics output Summarising data with SPSS and Excel
9 5 May	Data Analysis (cont)	Ch 12 - 13	<b>Mid-Semester quiz in tutorials</b>
10 12 May	Data Analysis (cont)	Ch 13 – 14	Univariate statistics
11 19 May	Data Analysis (cont)	Ch 15 – 16	Bivariate statistics in SPSS.
12 26 May	Data Analysis (cont) Review of semester to date.	Ch 9 - 16	Multivariate statistics in SPSS. <b>Group Research Report due Friday</b>
13 2 Jun	Other Applications. Examination preparation		