

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG805
Applied Marketing Research

Semester 2, 2010

Department of Business

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

Year and Semester: Semester 2, 2010

Unit convenor: Associate Professor Hume Winzar

[Prerequisites / Corequisites: None]

Credit points: Four (4)

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

MKTG805 is a 4-credit point unit.

Marketing is concerned with the satisfaction of customers needs and wants while satisfying organisational goals. To do this, marketers need information about those needs and wants. Additionally, marketers require information about markets, competitors and the external environment to make optimal marketing decisions and strategies. The information required is typically not available to the marketer and must be generated from data collected from 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 introduces 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:** Associate Professor Hume WINZAR
Phone: (02 9850) 6468,
Email: hume.winzar@mq.edu.au
Room: E4A 633

CONSULTATION TIMES

Generally, Dr Winzar will be available for consultation in the hour before and the hour after our regular class meetings. An appointment may be made outside regular consultation hours.

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

CLASSES

- There are 13 x 3 hours of a Lecture/Seminar each week on Thursday from 1:00pm to 4:00pm in Room C5C-236.
- 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(s)
 - Zikmund, Ward, Winzar & Lowe, (2007) "Marketing Research: First Asia-Pacific Edition" Cengage (Thomson Learning)
ISBN: 9780170127349

This text can be purchased from the Macquarie University Co-op Bookshop. It is 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 (THIS AND THE FOLLOWING SECTION MAY BE REPLACED BY A COMBINED SECTION AS SHOW BELOW)

- The learning objectives of this unit are
 - understanding of the need for, and uses of, marketing research
 - understanding of various data gathering techniques relevant for marketing decisions
 - understanding of processes involved in transforming raw data to usable marketing information
 - understanding of 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:

Communication skills
Critical analysis skills
Problem-solving skills

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/seminars. Students are expected to read in advance of lectures, and participate actively in discussion. There is also an applied marketing research project assisting students to apply concepts introduced in lectures to the marketing environment.

Assessment:

The components of assessment are as follows:

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

RESEARCH AND PRACTICE (*DELETE THOSE NOT APPLICABLE*)

- 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

Within-Semester Quizzes

There will be two quizzes held in Week 5 (2 September) and Week 9 (14 October). The quizzes will be of 50 minutes duration and conducted at the beginning of the lecture period in that week (Thursday 1.00 pm to 2.00 pm). The first quiz will cover all material up to and including lecture material in Week 4. The second quiz will cover lecture material from Week 5 to Week 8 inclusive. The within-semester quizzes will consist of 35 multiple-choice questions.

Research Project

All students are to complete a major research project (in groups) that will involve collation and presentation of marketing data, designing research and questionnaires and presentation of a report. 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.

Further details of the project will be posted to the course website.

Final Examination:

This will be of 2.5 hours duration and will cover all material in the course. The examination will consist of two parts;

PART 1	Multiple Choice (40 questions)	40%
PART 2	Short Answer / Calculation	60%

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

Title/Name	Quiz 1	Quiz 2	Group Project	Final Examination
Description	25 MCQ, 45 Minutes	25 MCQ, 45 Minutes	Less than 3000 Words	2.5 hours

Title/Name	Quiz 1	Quiz 2	Group Project	Final Examination
Due date	Week 5 (2 Sept.)	Week 9 (14 Oct.)	Week 12 (Midnight 5 Nov.)	Week 13
% 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

Title/Name	Quiz 1	Quiz 2	Group Project	Final Examination
5			Effective communication	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.
d			Effective Communication	

- 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 2.5-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; typically late December or mid-February of the following year.

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

Please refer to relevant Degree rule in the Handbook of Postgraduate Studies.

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 eg 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
1 5 Aug	Course introduction The research process	Ch 1, 3	
2 12 Aug	Aiming for the Goal: the Research Report Exploratory research and qualitative analysis Digital research	Ch 16, 2, 4	Introduction and group formation
3 19 Aug	Survey Research techniques	Ch 5 - 6	Chapter Review Questions Starting with SPSS
4 26 Aug	Survey Methods Experimental Research & Test Marketing	Ch 4, 7, 8	Secondary Data/Desktop Research
5 2 Sep	Measurement Issues Review of semester to date.	Ch 1 - 8	First Within-Semester Quiz
6 9 Sep	Questionnaire Design	Ch 15	Introduction to Research project
7 16 Sep	Sampling Editing & coding	Ch 10 - 11	Research project
	SEMESTER BREAK		
8 7 Oct	Review of semester to date.	Ch 4 - 11	
9 14 Oct	Data Analysis	Ch 12 - 13	Second Within- Semester Quiz
10 21 Oct	Data Analysis (cont)	Ch 13 - 14	Research project
11 28 Oct	Data Analysis (cont)	Ch 15 - 16	
12 4 Nov	Data Analysis (cont) Review of semester to date.	Ch 9 - 16	Research Project Due (Midnight Friday)
13 11 Nov	Exam preparation. Future Directions in Marketing Research		