MKTG202
Marketing Research

Semester 1, 2012

Department of Marketing and Management
Year and Semester: 2012, Semester 1

Unit convenor: Associate Professor Hume Winzar

Prerequisites: MKTG101 and (STAT170 or STAT171 or PSY122)

Credit points: 3

(Minor changes have been made to previous offerings of this unit in response to student feedback and pedagogical advancements. Assessment includes PeerWise, and some minor changes to assessment guidelines.)

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 research 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, and will 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 while satisfying organisational goals. A prerequisite for marketers to satisfy customer needs is to possess information about those needs. 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))

**CONTACTING STAFF**

- **Consultation times**
  - **Hume WINZAR:**
    - Monday: Noon to 1:00PM and 3:00PM to 4:00PM, 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 his regular consultation hours. An appointment may be made outside regular consultation hours. You may phone staff during their consultation hours. Students are encouraged to make use of the online discussion forum in the course website.

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 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/](http://www.timetables.mq.edu.au/)
REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed text:

- Recommended texts:

- 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: iLearn https://ilearn.mq.edu.au
- All announcements and resources will be available on the web site. Resource materials include lecture slides, tutorial exercises, practice questions, 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

**LEARNING AND TEACHING ACTIVITIES**

- 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 *iLearn*)
- This unit uses research from external sources (Zikmund *et al.*, 2011 and other resources on *iLearn*)
- This unit gives you opportunities to conduct your own research
## Relationship Between Assessment and Learning Outcomes

<table>
<thead>
<tr>
<th>Assessment Task 1</th>
<th>Assessment Task 2</th>
<th>Assessment Task 3</th>
<th>Assessment Task 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title/Name</strong></td>
<td>Group Research Report</td>
<td>Class Test</td>
<td>Final Examination</td>
</tr>
</tbody>
</table>
| **Description**   | Task one is to join a Research Group: *(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.)* Project is submitted in three (3) parts:  
1. Qualitative results, Max 400 words, 5% Friday. Week 4.  
2. Questionnaire draft, Max 400 words, 5% Friday. Week 7.  
3. Final report Max 3000 words, 20% Friday. Week 12. Additionally, teams will help other teams with peer assessment of other teams’ progress reports. Week 5 (2%) Week 8 (3%) | 50 MCQ in tutorial, Week 9. 3 hours, MCQ and Short-Answer questions. | Students use PeerWise to create and to explain their understanding of course-related assessment questions, and to answer and discuss questions created by their peers. Your contribution will be assessed in two phases: the weeks leading up to the Class Test, and the weeks leading up to the final examination. |
<p>| <strong>Due date</strong>      | 23 Mar., 27 Apr., 1 Jun. | 7 – 11 May. | Examination Period | 5 Mar. – 4 May, 14 May – 8 Jun. |
| <strong>% Weighting</strong>   | 35% | 15% | 45% | 5% |
| <strong>Grading method</strong>| Grading Rubric for all components. Details posted on unit website. | Optical scanner | Grading Rubric. Details posted on unit website. | Grading Rubric. Details posted on unit website. |</p>
<table>
<thead>
<tr>
<th>Assessment Task 1</th>
<th>Assessment Task 2</th>
<th>Assessment Task 3</th>
<th>Assessment Task 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission method</td>
<td>Hardcopy in class</td>
<td>Hardcopy in exam room</td>
<td>Automatic, online.</td>
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<tr>
<td>Online submission,</td>
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<tr>
<td>Plus, bring hard-copy of Progress Reports to tutorial for Peer Assessment.</td>
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<tr>
<td>Feedback</td>
<td>Summary of questions discussed in Lecture</td>
<td>Final Grade and script viewing</td>
<td>Automatic, online.</td>
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<tr>
<td>Grading Rubric online. Within 10 days of submission.</td>
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<tr>
<td>Estimated student workload</td>
<td>30 hours</td>
<td>15 hours</td>
<td>45 hours</td>
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<td>Learning outcomes assessed</td>
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<tr>
<td>3</td>
<td>processes involved in transforming raw data to usable marketing information</td>
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<td>processes involved in transforming raw data to usable marketing information</td>
</tr>
<tr>
<td>4</td>
<td>application of marketing research techniques in a marketing environment</td>
<td>application of marketing research techniques in a marketing environment</td>
<td>application of marketing research techniques in a marketing environment</td>
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<tr>
<td>Graduate capabilities assessed</td>
<td>Assessment Task 1</td>
<td>Assessment Task 2</td>
<td>Assessment Task 3</td>
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<td>Discipline Specific Knowledge and Skills</td>
<td>Discipline Specific Knowledge and Skills</td>
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<tr>
<td>2 Critical, Analytical and Integrative Thinking</td>
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<td>Critical, Analytical and Integrative Thinking</td>
<td>Critical, Analytical and Integrative Thinking</td>
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<td>3 Problem Solving and Research Capability</td>
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<td>Problem Solving and Research Capability</td>
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<td>4 Effective Communication</td>
<td>Effective Communication</td>
<td>Effective Communication</td>
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<tr>
<td>5 Capable of Professional and Personal Judgement and Initiative</td>
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<tr>
<td>6 Commitment to Continuous Learning</td>
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</tbody>
</table>

- 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 test 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 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 class test 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 2012 is from 12 June to 29 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://exams.mq.edu.au/

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**

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:


**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.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/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/policy.html
STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Support Services. Details of these and other services for students can be accessed at:

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

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 using 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 units 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.
<table>
<thead>
<tr>
<th>Lecture Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Notes/ tutorial activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 27 Feb.</td>
<td>Course introduction</td>
<td>Ch. 1, 3</td>
<td></td>
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<tr>
<td></td>
<td>The research process</td>
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<tr>
<td></td>
<td>Exploratory research and qualitative analysis</td>
<td></td>
<td>Observation and interview techniques.</td>
</tr>
<tr>
<td>3 12 Mar.</td>
<td>Survey Research techniques</td>
<td>Ch. 5 &amp; 6</td>
<td>Online questionnaire, Interviews &amp; Focus Groups</td>
</tr>
<tr>
<td>4 19 Mar.</td>
<td>Survey Methods</td>
<td>Ch. 4, 7, 8</td>
<td>Starting with Qualtrics Progress Report (A, Qualitative findings) due Friday, 23 March.</td>
</tr>
<tr>
<td></td>
<td>Experimental Research &amp; Test Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 2 Apr.</td>
<td>Questionnaire Design</td>
<td>Ch. 9 &amp; 16</td>
<td>Linking research questions and hypotheses with measurement.</td>
</tr>
<tr>
<td></td>
<td>SEMESTER BREAK</td>
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</tr>
<tr>
<td>7 23 Apr.</td>
<td>Sampling</td>
<td>Ch. 10 &amp; 11</td>
<td>Progress Report (B, Questionnaire draft) due Friday, 27 April.</td>
</tr>
<tr>
<td></td>
<td>Editing &amp; coding</td>
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</tr>
<tr>
<td>8 30 Apr.</td>
<td>No Lecture or tutorial this week: Labour Day Holiday</td>
<td>Ch. 4 – 11</td>
<td>Peer assessment of Progress Report in tutorials.</td>
</tr>
<tr>
<td>9 7 May.</td>
<td>Data Analysis</td>
<td>Ch. 12 &amp; 13</td>
<td>Class Test in tutorials</td>
</tr>
<tr>
<td>10 14 May.</td>
<td>Data Analysis (cont.)</td>
<td>Ch. 13 &amp; 14</td>
<td>Univariate statistics: Qualtrics output</td>
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<td>Summarising data with SPSS and Excel</td>
</tr>
<tr>
<td>11 21 May.</td>
<td>Data Analysis (cont.)</td>
<td>Ch. 15 &amp; 16</td>
<td>Bivariate statistics in SPSS.</td>
</tr>
<tr>
<td>12 28 May.</td>
<td>Data Analysis (cont.)</td>
<td>Ch. 9 - 16</td>
<td>Multivariate statistics in SPSS. Group Research Report due Friday, 1 Jun.</td>
</tr>
<tr>
<td></td>
<td>Review of semester to date.</td>
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<tr>
<td>13 4 Jun.</td>
<td>Examination preparation</td>
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</table>