

MARK 2052 Marketing Research

Course Outline Semester 2, 2017

Course-Specific Information

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the School's Course Outlines Policies webpage which contains key information on:

- Program Learning Goals and Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Student Support and Resources

This webpage can be found on the Business School website:

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

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COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Dr Songting Dong
Room: Quad Building 3016
Phone No: 02 9385 2699
Email: songting.dong@unsw.edu.au (preferred contact method, will respond within one business day)
Consultation Times: Friday 11:00 – 12:00 (or by appointment)

Tutors: A full list of tutors will be posted on Course Website.

For contact outside of tutorial time, please use the details provided on Moodle. Staff will be available for consultation at the specified times – no appointment needs to be made if you wish to see your lecturer or tutor at this time. If you require contact outside of this time, please email the staff member with your question or to negotiate an alternate and mutually suitable consultation arrangement.

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures start in Week 1(to Week 12): The Time and Location are:

- Mon 15:00 – 17:00, Central Lecture Block 7 (K-E19-104)

Tutorials start in Week 2 (to Week 13). A full list of tutorials, times and tutors will be on the Course Website.

2.2 Units of Credit

The course is worth 6 units of credit.

2.3 Summary of Course

Marketing Research is a subject that focuses on developing skills that are practical in nature, yet grounded in theory. In this subject, we concentrate on learning theory to assist us in applying appropriate tools to gather relevant information, and choose suitable methods and approaches to diagnose and resolve problems. The practical skills are then developed through a hands-on project featuring a real client with real needs. Qualitative and quantitative skills are introduced to analyse data and draw actionable insights.

To ensure the skills in this course is work-ready for a wide range of business (from local small business to multinational giants), widely used software (i.e., Microsoft Excel) is chosen to implement the analyses.

Overall, Marketing Research is a challenging but very worthwhile subject because it provides an excellent opportunity for students to learn practical research skills that can be applied in future to various types of investigative work.

2.4 Course Aims and Relationship to Other Courses

Marketing Research offers insights into the practice of understanding market needs and wants. It is a very important area of marketing as it provides the intelligence for many managerial decisions. Marketing Research (MARK2052) has been designed to provide students with a practical introduction to marketing research techniques and concepts. It requires a basic level of understanding of marketing terminology and knowledge. This foundation knowledge should have been gained from the pre-requisite, MARK1012.

There are two central aims in this course:

- First, to facilitate an introduction to marketing research both theoretically and practically;
- Second, for the purpose of strengthening the primary goal, to provide an opportunity for students to develop applied marketing research skills.

2.5 Student Learning Outcomes

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items. By the end of this course you should be able to:

LO1: Identify research problems and develop research questions.

LO2: Design and undertake a basic marketing research project.

LO3: Use basic qualitative and quantitative methods to analyse data and obtain insights for research problems.

LO4: Translate research insights into a language that is understandable to marketing managers, and produce evidence-based marketing decisions.

LO5: Competently and confidently communicate (oral and written) research findings

LO6: Demonstrate an ability to determine self-direction in undertaking tasks, i.e. choose what needs to be done, rather than do what is told.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on Program Learning Goals and Outcomes, see the School's Course Outlines Policies webpage available at <https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	LO1, LO2, LO3	<ul style="list-style-type: none"> • Quizzes • Data collection exercise • Team project • Final exam
2	Critical thinking and problem solving	LO1, LO2, LO3, LO4, LO6	<ul style="list-style-type: none"> • Quizzes • Team project • Final exam
3a	Written communication	LO4, LO5	<ul style="list-style-type: none"> • Quizzes • Team project • Final exam
3b	Oral communication	LO4, LO5	<ul style="list-style-type: none"> • Team project
4	Teamwork	LO6	<ul style="list-style-type: none"> • Team project • Peer evaluation
5a	Ethical, social and environmental responsibility	Not specifically addressed in this course.	
5b	Social and cultural awareness	Not specifically addressed in this course.	

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

MARK2052 is a "hands on" course. Students undertake a group research project to gain a thorough understanding of the research process. The project requires all stages of the research process including problem definition, research design, data collection methods, analysis of data, interpretation and reporting of results – to be fully explored. This is a demanding project that will take the entire semester to complete. At the conclusion of the course, students will have been presented with ample opportunity to develop marketing research knowledge and skills.

This course focuses on the role of a researcher/market intelligence gatherer. To assist students to reach the objectives of the course, the course places the focus on two main areas: (1) the development of a conceptual understanding of marketing research problems; and (2) application of this understanding through experience based learning activities. The course has been organised in this manner because the activities and exercises present opportunities for suitable and effective engagement that stimulate deep learning.

This occurs through tasks encouraging the development of reasoning and application skills. From experience and student feedback, it is best to support the development of learners by setting pre-meeting tasks (e.g. readings), presenting information (e.g. lecture), reinforcing with practical examples (e.g. in-lecture examples, and tutorial work) and then allowing students to apply the information in teams (e.g. projects, assessments). In this way, opportunities to learn are created both inside and outside the classroom.

In this course, there are dual responsibilities: staff are responsible for providing a learning direction (project opportunity and access, theoretical information and assessment); students are responsible for reading recommended materials prior to meetings (lectures and tutorials), making intelligent contributions to discussions, clarifying ambiguities, being willing to learn and to undertake activities that are important for learning. Students must complete set tasks and be active in lectures and tutorials and they must also show initiative by being proactive in their own learning.

3.2 Learning Activities and Teaching Strategies

The predominant structure of MARK2052 follows the classical lecture and tutorial format. That is, lectures will be used to present main concepts and supporting examples. To further contextualise marketing research, a real life (work in progress) project is used throughout the subject. In addition, cases, multimedia, and on occasion, guests will also be used. The tutorials in MARK2052 are most similar to workshops. They encourage a high level of student involvement to ensure that topics are understood in depth. They are highly interactive and demanding from students.

There is heavy reliance on group discussions and group learning exercises that are pinned to the main project that students will be undertaking for a real client as part of their course. The project will have a research question and students will be engaged in solving a "problem" or investigating an issue for this client. This is a work-in-progress and as such, new issues or areas for discussion surface, requiring clarification to progress to the next stage.

To maximise potential value derived from lectures, students are expected to have read the prescribed material (e.g. text book chapters) and attended the lecture prior to attending the corresponding tutorial.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- Achieve a composite mark of at least 50%.
- Attend a minimum of 80% lectures and tutorials. Attendance will be taken in the tutorials.
- Achieve at least 50% in the sum total of quizzes and final exam (i.e., 34 or more out of 68 [=20+48], OR 32.5 or more out of 65 [=20+45]). You will receive a UF grade if you fail to do so.

4.2 Assessment Details

Assessment Task		Weighting	Learning Outcomes assessed	Length	Due Date
Team Project ^① (30%)	Report	20%	LO1 ~ LO6	Up to 10 pages	Week 11 Friday
	Presentation	9%		10 min	Week 12 or 13 tutorial
	Peer evaluation participation	1%		N.A.	Week 6 Sunday Week 12 Sunday
Data collection exercise		2%	LO2	N.A.	Week 5 Monday
Quizzes		20%	LO1 ~ LO5	30-45 min each	Week 5 & 11 tutorials
Final exam		48% (or 45% ^②)	LO1 ~ LO5	2 hours	Exam Period
Total		100%			

1: The project is conducted in teams, and your score is subject to peer evaluation.

2: An optional research participation opportunity may be offered. If you participate in the offered research participation, the final exam for you will account for 45% (not 48%)

Team Project (30% in all)

There is a research project to be done in groups of up to 5 people from the same tutorial. This project provides you with the opportunity to take your knowledge and skills of marketing research in the course and apply them to a real situation. As such it is inextricably linked to all learning outcomes.

Background to the problem and the specific research objectives will be provided in the detailed project brief, likely by Week 2 (depending on the client's time availability). A copy of the marking/feedback sheet containing full details of the marking criteria will be placed on Moodle by the end of Week 1.

Total marks for the project is 30% being made up of 20% for the report, 9% for the oral presentation, and 1% for the peer evaluation participation.

Report (20%)

The report takes two steps to develop: research questions development and final report.

You need to start to develop your project research questions early. After learning a new research technique in this course, you should revisit these questions and ask yourself: can I use the new technique to solve the questions (if you didn't know how to solve

them), or can I provide a better solution with the new technique (if you already had a solution)?

As a starting point, your team is expected to briefly present your research plan during the Week 3 tutorials, and instant feedback will be provided by the tutor and your fellow students. In this research plan, you should: (1) define the managerial problems and the research questions that you plan to address in this project, (2) specify information needed to answer the research questions, and (3) propose a rough plan as how the information should be collected. In the rest of the course, your team should meet regularly to update this plan with new techniques you learn, and come up with approaches to analyse the information and draw managerial insights.

It is not required, but if you need more feedback than those provided in your tutorials, you are encouraged to write an interim report addressing the three aims, and submit it to your tutor via email. The format of the interim report will be available on Moodle by the end of Week 1. Please note that the interim report will NOT be marked (it is for feedback only), and no feedback will be provided to delayed submissions.

The final report will provide insights into the marketing problem, i.e. your findings. This will entail you analysing the survey data (which is collected and shared by everyone in this course) to provide information on the research objectives and writing a concise, yet insightful overview of what you found.

A soft copy is due by 17:00 on 13 Oct (Week 11 Friday), to be submitted on Moodle. It will be assessed based on the following points, and detailed instructions and assessment criteria will be available on Moodle by the end of Week 1.

- Overall relevancy of information.
- Overall depth of insight for the chosen objectives.
- Overall clarity, conciseness, creativity.
- Adequacy of the report and appropriateness of techniques used.

Presentation (9%)

Each team will present their findings during the tutorials in Week 12 or 13 (randomly assigned in Week 10 tutorial). The presentation should not exceed 10 minutes in length and is worth 9% of the course scores.

As a general guide, your presentation should include the main parts of your project – and that you feel best highlight your findings. The presentation slides need to be submitted to Moodle at least one hour before your presentation tutorial. Late-submission penalty applies. Detailed instructions and assessment criteria will be available on Moodle by the end of Week 1.

Peer Evaluation of Teamwork (1% for participation)

To ensure equity in teamwork, peer evaluations will be implemented in this course.

In Week 4, you will informally evaluate your group members, by 23:00 on 3 Sep (Week 6 Sunday). Your team is recommended to reflect on your cooperation experience till then, discuss and address problems appeared in the first half of your teamwork. In Week 12, you will formally evaluate your group members, by 23:00 on 22 Oct (Week 12 Sunday).

You will receive 1% participation mark if you complete both evaluation tasks in time. Note that this mark is for participation only, and your performance in the teamwork is reflected by the evaluation scores you receive in the formal peer evaluation in Week 12.

The standardised peer evaluation procedure is summarised below:

Each student will evaluate the contributions of their group members (not themselves) in Week 6 (informal) and Week 12 (formal) using the School of Marketing's WebPA Peer Assessment on the course Moodle site.

WebPA is based on a detailed list of evaluation criteria to rate team work skills, an important program learning goal of postgraduate degrees offered by the UNSW Business School. Group members bring different strengths to a project, and this should be reflected in your ratings, i.e. do not give each group member exactly the same score.

Each student's contribution score will be the average of the points received from their group members.

Adjustments to individual marks will occur where an individual student's peer evaluation score falls below an acceptable level.

Data collection exercise (2%)

You will be asked to carry out data collection fieldwork and complete survey interviews with two respondents. This task will give you experience on how survey data are collected, and therefore how to improve data quality and avoid potential problems during this data collection procedure (tied to learning outcome 2). The pooled data set will be shared by the entire class, and used for the team project for the client.

If you complete the data collection and submit the data file as required by 17:00 on 21 Aug (Week 5 Monday), you will receive 2% participation marks. Further details will be available on Moodle by the end of Week 1.

Quizzes (20%)

There are two quizzes in Week 5, and Week 11, during the tutorial time. Each quiz is worth 10%. You will be asked to implement your knowledge and skills to address marketing research problems (tied to learning outcomes 1, 2, 3 and 4). You may also be asked to clearly and accurately communicate your arguments in writing (learning outcome 5).

The quizzes have the dual purpose of assessing your knowledge and skills, and providing you with early stage feedback about your individual progress in this course. The assessable contents include lectures and prescribed reading materials. Further details will be available on Moodle at least one week prior to the quiz date.

There will be no make-up quizzes. If you miss a quiz for a legitimate reason (i.e., you apply for special consideration and your application is granted), a general approach is to add the 10% score of the quiz you missed to your final exam, and the score you get will depend on your performance in the exam.

For example, if your final exam score is 48 and you get 100/100 in the exam, you will receive 58 (48 original exam score + 10 added quiz score) towards the final score; if you get 50/100 in the exam, you will receive 29 (24 original exam score + 5 added quiz score) towards the final score. For another example, if your final exam score is 45 (3%

scored for the research participation) and you get 100/100 in the exam, you will receive 55 (45 original exam score + 10 added quiz score) towards the final score; if you get 50/100 in the exam, you will receive 27.5 (22.5 original exam score + 5 added quiz score) towards the final score.

Tutorial attendance

Tutorials are of 1 hour duration commencing in week 2. They give you an opportunity to:

- Explore and exercise the knowledge and techniques presented in lectures
- Discuss the pros and cons of various methods and how they impact research findings
- Make an independent, informed and justified assessment of a situation
- Work in a co-operatively with other class members
- Enhance communication skills

You will not receive a mark for your tutorial attendance, though attendance WILL be taken. You are required to attend a minimum of 80% lectures and tutorials to be eligible to pass this subject. Furthermore, you are expected to be prepared for the tutorial as per instructions.

Final Exam (48%)

The final exam will take place in the formal examination period at the end of the session. It will be a closed book exam. The structure of the exam will be discussed in detail in Week 12.

The exam is designed to provide an individual assessment of the depth of your knowledge and your competence in using them to address marketing problems (tied to learning outcomes 1, 2, 3 and 4). You are also expected to clearly and accurately communicate your arguments in writing (learning outcome 5).

Research Participation (3%)

You may have the opportunity to participate in real life marketing research conducted by the school. Participation in this project will be treated as research participation and award you 3% of the overall course mark. **The 3% is part of course assessment, and not a bonus 3% on top of the 100%.** Separate details will be provided once the allocations have been finalised.

Should you not wish to participate or not selected in the event, or if this component is not offered, the final exam component for you will stay 48% of the overall course grade. If you complete the research participation, the final exam for you will account for 45%.

4.3 Assignment Submission Procedure

Students are advised to keep a copy of all work submitted for assessment and to keep their returned marked assignments. Submission procedures for all assessment tasks will be made available on Moodle at least 2 weeks prior to the assessment date.

4.4 Special Consideration, Late Submission and Penalties

For information on Special Consideration please refer to the Business School's [Course Outlines Policies webpage](#).

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Other penalty (e.g., penalty for not complying format requirement) may apply. Please refer to detailed instructions and assessment criteria for each assessment task.

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

The website for this course is on Moodle at: <http://moodle.telt.unsw.edu.au>

Prescribed Textbook

The prescribed textbook is the one we will use throughout the course. This text book is an excellent resource that covers the basics of theory and application. All students should have a copy in their possession to refer to throughout the semester. It is available in UNSW Bookshop and in eBook format.

- *Marketing Research* (4th Asia-Pacific Edition) by Zikmund et al. Published in 2017, by Cengage Learning Australia.

From time to time, you will be asked to do some additional readings. In those cases, the reading materials will be made available on the course website on Moodle.

Additional Sources

The following is a list of books you may find useful as additional sources of information.

- Marketing research handbook

- *Marketing Research: An Applied Orientation* (6th Edition) by Malhotra. A global edition is available in Australia. Published in 2017, by Pearson Education, Inc.
- This book can be used as a handbook of marketing research designs and classical analytical tools.
- Essay writing guide
 - *Q Manual*: <http://www.buseco.monash.edu.au/qmanual/qmanual.pdf>
 - This is a good guide for your essay writing. It also provides a referencing style guide.
- Excel resources
 - Real Statistics Using Excel: <http://www.real-statistics.com/>. This website has rich Microsoft Excel resources, including Excel add-in software for statistical analyses, statistics instructions, examples, and discussion forums. The Excel add-in software works for both PC and Mac. It only works with 32bit version of Excel, but not 64bit version of Excel.

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester myExperience survey.

Feedback from previous students indicated that the real life project is an excellent learning tool; and that group work needs more attention. As a result of this feedback, we have retained our mission to find and engage exciting real life clients, and added an informal peer evaluation in the middle of the term. In making these changes and maintaining the outstanding aspects of the course we aim to maintain the quality experience offered by this course and we strive to make this one of your most memorable experiences of your undergraduate degree.

If at any time you have any concerns with your progress or any aspects of the course, please feel free to contact me to discuss your concerns.

7 COURSE SCHEDULE

COURSE SCHEDULE			
Week	Lecture Topic	Tutorial Topic	Other activities / assessment
Week 1 24 Jul	Course overview Research process & design	<i>[No Tutorials]</i>	
Week 2 31 Jul	Client brief Conducting survey research	Discuss research process & design	
Week 3 7 Aug	Qualitative research	Discuss team project objectives & design	
Week 4 14 Aug	Survey research design	Exercise qualitative methods	[Optional] interim report due
Week 5 21 Aug	Data preparation and profiling the customers	Quiz 1	Quiz 1 Data collection due
Week 6 28 Aug	Understanding the target market	Exercise data preparation and descriptive statistics	Informal peer evaluation due
Week 7 4 Sep	Exploring relationships (I)	Exercise t-test and ANOVA	
Week 8 11 Sep	Exploring relationships (II)	Exercise cross tabulation and correlation	
Week 9 18 Sep	Results communication	Exercise regression	
Mid-semester break: Saturday 23 September – Monday 2 October inclusive (2 October – Labour Day Public Holiday)			
Week 10 2 Oct	<i>[No Lecture: pub holiday]</i>	<i>[No Tutorials: pub holiday]</i>	
Week 11 9 Oct	Experiment research Measurement design	Quiz 2	Quiz 2 and final report due
Week 12 16 Oct	Secondary research with big data	Team presentation (I)	Presentation slides and formal peer evaluation due
Week 13 23 Oct	<i>[No Lecture, present to the client]</i>	Team presentation (II) Exam preparation	Present to the client <i>(time and location to be determined)</i>
Exam Period	<i>[Exam time to be determined]</i>		Final exam

(More details on the schedule will be available from Moodle on Week 1.)