MARK 3054
Marketing Analytics and Big Data

Course Outline
Semester 1, 2016

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PART A: 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
Consultation Times: Wednesday 16:00 – 17:00 (or by appointment)

Consultation Times: Monday 14:00 – 15:00, Quad Building G021
Monday 15:00 – 16:00, Quad Building G021
Monday 16:00 – 17:00, Quad Building G021
Monday 17:00 – 18:00, Quad Building G021
Wednesday 15:00 – 16:00, Quad Building G021

Once enrolled, changes of tutorial times are not permitted.

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1 (to Week 12). The Time and Location are:
- Thursdays 16:00 – 18:00, Electrical Engineering Building G24

Tutorials start in Week 2 (to Week 13). The Groups and Times are:
- Mondays 14:00 – 15:00, Quad Building G021
- Mondays 15:00 – 16:00, Quad Building G021
- Mondays 16:00 – 17:00, Quad Building G021
- Mondays 17:00 – 18:00, Quad Building G021
- Wednesdays 15:00 – 16:00, Quad Building G021

The course is worth 6 units of credit.

2.2 Units of Credit

The course is worth 6 units of credit.

2.3 Summary of Course

MARK3054 helps to develop your capabilities of using analytical tools to address marketing problems – key skills that numerous companies have stated they look for in marketers, particularly in challenging business environments. Students are exposed to a range of statistical tools and techniques, from regression analysis to cluster analysis, perceptual mapping and factor analysis. The emphasis is not on formulae, but on how to apply and interpret a range of statistical techniques to help answer marketing-related questions. In addition to the traditional marketing research techniques, students also get exposed to big data analytics, which is an emerging technique in marketing research and is in high demand by recruiters. The personal computer and the statistical software SPSS are used extensively.
for completing analysis-based tasks. In the course students are strongly encouraged to start thinking as marketers by asking questions of their data, setting their own direction for the analysis in the project and thinking about how a company could utilise the results in practice.

2.4 Course Aims and Relationship to Other Courses

MARK3054 is a core course for students wishing to complete a major in Marketing within the BCom. It draws on the information learnt in MARK2051 and is seen as an extension of MARK2052 Marketing Research. In particular, this course expands upon MARK2052 to a related quantitative area. The pre-requisite for this course is ECON1203 or MARK2052. It is strongly advised that ECON1203 has been successfully passed as MARK3054 uses a number of statistical concepts introduced within that course.

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: Use SPSS and other software to analyse a variety of data collected by marketers.
LO2: Explain when and how a range of statistical techniques may be applied to marketing situations.
LO3: Translate the output from statistical analyses into a language that is understandable to marketing managers.
LO4: Competently and confidently communicate (oral and written) the true meaning of statistical output.
LO5: Adequately self-reflect and self-assess behaviour in teamwork situations.
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 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’).

<table>
<thead>
<tr>
<th>Business Undergraduate Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts. You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
</tr>
<tr>
<td>2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers. You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
</tr>
<tr>
<td>3. Communication: Our graduates will be effective professional communicators.</td>
</tr>
</tbody>
</table>

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CRICOS Code 00098G
You should be able to:

a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. Teamwork: Our graduates will be effective team participants.
You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.
You should be able to:

a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
b. Identify social and cultural implications of business situations.

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):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business undergraduate students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
</tbody>
</table>
| 1 Knowledge | LO1, LO2, LO3 | • Team project  
• Mid-semester quiz  
• Computer skills test  
• Exam |
| 2 Critical thinking and problem solving | LO2, LO3, LO6 | • Team project  
• Mid-semester quiz  
• Computer skills test  
• Individual reflection  
• Exam |
| 3a Written communication | LO3, LO4 | • Mid-semester quiz  
• Project report  
• Individual reflection  
• Exam |
| 3b Oral communication | LO3, LO4 | • Project presentation |
| 4 Teamwork | LO5, LO6 | • Team project  
• Individual reflection  
• Team peer evaluation |
| 5a Ethical, social and environmental responsibility | Not specifically addressed in this course. |
3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

This course is constructed so as to challenge you, encourage you to develop independent thinking and to take responsibility for your own learning. From experience, we have found that students are more receptive to learning when relevance and realism are present. Therefore a student-centred and process-based approach is taken in this course. All aspects of this course are designed to support your learning. By instructing you in the basic tools of analysis, then providing repeated opportunities for you to practice these skills to solidify your understanding, you will then have the confidence to apply this learning and skills to a project, where you guide its direction. To obtain full benefits from this course, you must be willing to extend yourself beyond your comfort zone.

3.2 Learning Activities and Teaching Strategies

Teaching in this course will be via lectures, tutorials and computer workshops, and individual study.

- Lectures: The lectures will introduce a range of various statistical techniques that may be used by marketers to understand marketing problems. Each technique will be introduced within the context of a marketing problem to convey how and why it is used. The emphasis will be on understanding the basis of each technique, how it can be applied, and what the results mean for a marketer. Though some formulae will be presented, memorizing them is not a concern. SPSS will be used as the tool to demonstrate what information these techniques can provide. I will presume that you have completed the required reading for the week before you attend the lecture.

- Tutorials and computer workshops: These will be used to reinforce material covered in lectures and deal with additional issues and viewpoints related to lecture material. This will be done by having you actively involved in your learning. The tutorial program, based around SPSS, is very practical and is designed to develop your skills in the use of this program. Each week you will be using the computer to learn how to use SPSS and to carry out a range of exercises on a particular analysis technique.

- Individual study: Time spent on practice exercises outside of formal lectures and tutorials is highly recommended to consolidate your understanding all aspects of the course. There are many data sets available with the SPSS text and through Moodle to enable you to practise what is covered in lectures and tutorials.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50%; and
- achieve at least 50% in the sum total of the following two individual components: mid-semester quiz and final exam.
If you do not pass the two specified individual components (i.e., 22.5 or more out of 45, OR 24 or more out of 48), you will receive a UF grade.

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Learning Outcomes assessed</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Team Project</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interim report</td>
<td>10%</td>
<td>LO1 ~ LO6</td>
<td>Up to 6 pages</td>
<td>17:00 on 13 April (Week 6 Wed)</td>
</tr>
<tr>
<td>Final report</td>
<td>15%</td>
<td></td>
<td>Up to 10 pages</td>
<td>17:00 on 20 May (Week 11 Fri)</td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
<td></td>
<td>15 minutes max</td>
<td>17:00 on 13 May (Week 10 Fri)</td>
</tr>
<tr>
<td>Mid-semester quiz</td>
<td>10%</td>
<td>LO2, LO3, LO4</td>
<td>45 minutes</td>
<td>Week 5 lecture</td>
</tr>
<tr>
<td>Computer skills test</td>
<td>7%</td>
<td>LO1, LO3</td>
<td>50 minutes</td>
<td>Week 7 tutorial</td>
</tr>
<tr>
<td>Individual reflection</td>
<td>10%</td>
<td>LO5, LO6</td>
<td>1000 words</td>
<td>17:00 on 27 May (Week 12 Fri)</td>
</tr>
<tr>
<td>Research participation</td>
<td>3%</td>
<td>----</td>
<td>N/A or up to one hour</td>
<td>To be advised in the course, if offered</td>
</tr>
<tr>
<td>Final exam</td>
<td>35% (or 38%*)</td>
<td>LO2, LO3, LO4</td>
<td>2 hours</td>
<td>Formal Exam Period</td>
</tr>
</tbody>
</table>

1: The project is conducted in teams, and is subject to peer evaluation.
2: Participation is optional; however, you are strongly encouraged to participate.
3: If the research participation is not offered or you do not participate, the final exam for you will account for 38% (not 35%)

**Team Project (35% in all)**

The project is to be done in groups of up to 5 people from the same tutorial. Groups will be formed in the first tutorial. The project provides you with the opportunity to take your knowledge of the techniques in the course and apply them to a real situation. As such it is inextricably linked to all learning outcomes.

You have two options regarding the theme of the project. One option is to continue the project you undertook in MARK2052 in Semester 2, 2015. The other option is to choose a new topic for the same client, which I will brief in the lecture in week 1.

In this project, you will apply a range of statistical techniques to the data to provide the necessary information. You will not be told exactly what analyses to perform. The course provides you will a “toolbox” of techniques, and then you, with your group, will need to decide the best ones to use to answer the objectives. Background to the problem and the specific research objectives will be provided in the detailed project brief, which will be handed out in the lecture in week 1 and made available on Moodle then. 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 35% being made up of 10% for the interim report, 15% for the
final report, and 10% for the presentation.

Interim Report (10%)
The interim report is due by 17:00 on 13 April (Week 6 Wednesday). In this interim report,
you should refine (for continuing projects from MARK 2052) or define managerial problems
and research questions to be addressed in this project, and provide the reader with a
detailed description of the data e.g., a profile of the sample, how they answered the
questions, any differences in views between subgroups. (It will cover the techniques learned
up to and including week 5.)

The report should be no more than 6 pages (excluding references and appendices), with
supporting documentation in an appendix. It will be assessed based on the following points,
and detailed assessment criteria will be available on Moodle by the end of week 1.

- Presentation of the report overall.
- Clarity and flow of report, internal referencing.
- Appropriateness of techniques used and their correct interpretation.
- How well the “story” is told – its depth and added value (e.g., the usefulness of your
information – does it help the reader to understand the data, how well it is
communicated).

Final Report (15%)
The final report will then provide an insight into the research problem i.e. the findings. This
will entail you applying a range of statistical techniques to the data to provide information on
the research objectives and writing a concise, yet insightful overview of what you found. This
report is to be handed in by 17:00 on 20 May (Week 11 Friday).

The report should be no more than 10 pages (excluding references and appendices), with
supporting documentation in an appendix. It will be assessed based on the following points,
and detailed 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 (10%)
Each group will be required to record (i.e., video record or slides with voice over) their full
presentation (15-minutes, max.) and submit it online via Moodle. This full presentation is
worth 10% and will be marked according to the marking guide posted on Moodle by week 1.
This recording is due no later than 17:00 on 13 May (Week 10 Friday).

These 10% marks consist of two parts, 5% for team performance and 5% for individual
performance. Therefore each student needs to present approximately 3 minutes (at least 2
minutes). Presentations not submitted by the due date will be subject to a late penalty of 10% per
day (including weekends), on both the team score and the individual score.
As a guide, your presentation should include the main parts of your project – and that you feel best highlight your findings. It may be relevant to include some discussion on the methodology section. You may include other information as you feel relevant.

In the tutorials in Week 11 (week commencing 16 May), each group will be required to present their FINDINGS ONLY for 5 minutes (max) to generate class discussion and to share the key findings among the tutorial group. These presentations will not be marked.

Peer Evaluation of Teamwork
To ensure equity in teamwork, peer evaluations will be implemented in this course. Following an informal conversation regarding teamwork in Week 6, students will be required to evaluate their group members in Week 12. The standardised procedure is summarised below:

Each student will evaluate the contributions of their group members (not themselves) in Week 12 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 undergraduate 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.

Mid-semester Quiz (10%)
The mid semester quiz will be administered in Week 5 during the lecture time. Further specific details will be posted on Moodle by Week 3. More generally, the content will be drawn from Weeks 1-4 (inclusive of lectures, tutorials, and prescribed reading materials).

This quiz has the dual purpose of assessing your knowledge and skills, and providing you with early stage feedback about your individual progress in this course. The assessment is on your knowledge of the statistical techniques and your competence in explaining their meaning and using them to address marketing problems (therefore is tied to learning outcomes 2 and 3). You are also expected to clearly and accurately communicate your arguments in writing (learning outcome 4).

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

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

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 the Course Schedule in this document and instructions from the lectures.

**Computer Skills Test (7%)**

In order to cover the work involved in this course, and to ensure students have the skills necessary to conduct the project, students need to get a good grasp of some basic concepts and skills very early in the course. To encourage this, and to provide some feedback early on as to how you are going in the course, a short practical (computer-based) test will take place in tutorials in week 7. Done individually, the test will entail you performing some basic SPSS tasks and answering a few questions. The exercise will be worth 7%.

The development of your practical skills in SPSS is essential for you to gain the most out of this course. In addition to this in-class test, these skills may be tested at various stages in tutorials throughout the session so that you are aware of any areas that may need improvement.

**Individual Reflection (10%)**

This assessment is a personal reflection on your teamwork experience in the course and is due by 17:00 on 27 May (Week 12 Friday). The reflection should be no more than 1000 words. The specific marking guide for this assessment will be posted on Moodle by Week 10.

The reflection will require each student to reflect on the learning journey throughout the teamwork and effectively communicate this to the reader. The purpose of this is to assist with cultivating reflective leaders who are (1) enterprising, innovative and creative; (2) collaborative team workers; (3) professionals who are capable of independent, self-directed practice. As part of this assessment, students will be required to keep an ongoing diary of reflections of their progress through the course and teamwork activities. This diary (showing regular entries) must be submitted with the individual reflection, as evidence of engagement. This task is associated with learning outcomes 5 and 6.

**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 account for 38% of the overall course grade.

**Final Exam (35%)**

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 the last week of the session; however the majority of it will be based around the interpretation of SPSS output.
The exam is designed to provide an individual assessment of the depth of your knowledge of the statistical techniques and your competence in explaining their meaning and using them to address marketing problems (therefore is tied to learning outcomes 2 and 3). You are also expected to clearly and accurately communicate your arguments in writing (learning outcome 4).

4.3 Assessment Format
- ALL assignments must be typed NOT hand-written. Format requirements: 12pt, at least 1.5 lines spacing, at least 2.5cm margins on all sides.
- Absolutely NO plagiarism - you must acknowledge all sources of any facts, ideas which are not your own. Correct referencing is essential, please read the online Referencing Guide: http://www.lc.unsw.edu.au/onlib/ref.html
- The emphasis is not on how many pages your report has but on how clearly expressed and supported arguments are, as well as the creative ideas.
- Properly used bullet points, diagrams and graphs enhance the readability of your report. However, please note that the whole report should not be just a series of bullet points – use them to list. Make sure the report represents a coherent argument from start to finish. Leave enough time to thoroughly edit the final report.

4.4 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.

4.5 Late Submission
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.

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. It is the same textbook used in the MARK2052 Marketing Research course. In MARK2052, the research design part and the qualitative methods part have been discussed. We will focus on the quantitative methods, information driven research (big data), and marketing decision support. This textbook 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.


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.

- SPSS book
  - SPSS Version 20.0 for Windows: Analysis without Anguish (1st Edition) by Coakes. Published in 2012, by John Wiley & Sons Australia, Ltd.

- Comprehensive marketing research book
  - This book can be used as a handbook of traditional marketing research designs and methodologies.

- Problem oriented marketing analytics books

- Big data books

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 Course and Teaching Evaluation and Improvement (CATEI) Process is one of the
ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

Based upon this feedback, a number of changes have been made to the project component of the course (e.g., weighting of this component increased, clearer guidelines provided as to what was expected) and a consolidation week introduced allowing students to gauge their level of competency in the course so far and to provide an opportunity to gain individual help.

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. The aim of the course is not purely to increase your knowledge of the content, but also allow you to feel more comfortable and confident when dealing with quantitative data.

7 COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Topic</th>
<th>Tutorial Topic</th>
<th>References</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction – overview of course &amp; administration</td>
<td>NO TUTORIALS</td>
<td>Ch10, Ch20</td>
<td>Project briefing</td>
</tr>
<tr>
<td></td>
<td>• Marketing decision support</td>
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<tr>
<td>Week 2</td>
<td>Data Preparation and Profiling the Customer</td>
<td>Forming groups</td>
<td>Ch13, Ch15 p430-431</td>
<td></td>
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<tr>
<td></td>
<td>• Understanding the data set; graphing</td>
<td>Introducing SPSS</td>
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<td></td>
<td>• Means, standard deviation, frequency, crosstabs and chi-square</td>
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<tr>
<td>Week 3</td>
<td>Understanding the Target Market</td>
<td>Data preparation &amp;</td>
<td>Ch14 p404-411</td>
<td>Project data entry finalised</td>
</tr>
<tr>
<td></td>
<td>• T-tests - one sample case; 2 sample cases</td>
<td>profiling</td>
<td></td>
<td></td>
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<tr>
<td>Week 4</td>
<td>Examining Multiple groups</td>
<td>T-test</td>
<td>Ch14 p411-415</td>
<td></td>
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<tr>
<td></td>
<td>• ANOVA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consolidation of concepts so far</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Mid-semester quiz</td>
<td></td>
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</tbody>
</table>

Mid-semester break: Friday 25 March – Saturday 2 April inclusive

<p>| Week 5 | Exploring Relationships                           | ANOVA                | Ch15 p429-449        | Mid-semester quiz due      |
|        | • Relationships in general; crosstabs (revisited); |                      |                      |                            |
|        | • Correlation                                      |                      |                      |                            |
|        | • Introduction to regression                       |                      |                      |                            |
|        | Mid-semester quiz                                 |                      |                      |                            |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Additional Information</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Week 6 | 11 Apr   | Exploring Relationships  
- **Regression**  
- Understanding Customers  
- **Multivariate techniques** |  
- Correlation & regression  
- Ch15 p450-454  
- Additional reading on Moodle | Interim report due |
| Week 7 | 18 Apr   | Understanding Customers  
- **Multivariate techniques**  
- Presenting Data and Results |  
- Computer skills test  
- Ch16  
- Ch17 | Computer skills test due |
| Week 8 | 25 Apr   | Understanding Customers  
- **Conjoint analysis** |  
- NO TUTORIALS  
(Public holiday Mon)  
- Ch15 p454-456  
- Additional reading on Moodle | |
| Week 9 | 2 May    | Understanding big data  
- **Info-driven research process**  
- **Database research** |  
- Multivariate techniques  
- Ch18  
- Ch19 | |
| Week 10| 9 May    | Advances in marketing analytics & big data |  
- Conjoint analysis  
- Additional reading on Moodle | Presentation record due |
| Week 11| 16 May   | Review and consolidation |  
- Sharing and presentation of results | Final report due |
| Week 12| 23 May   | Student presentations to client |  
- Data mining | Individual reflection due |
| Week 13| 30 May   | NO LECTURES |  
- Exam preparation | |
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

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<tr>
<th>Business Undergraduate Program Learning Goals and Outcomes</th>
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<tr>
<td>1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts. You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
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<td>2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers. You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
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<td>3. Communication: Our graduates will be effective professional communicators. You should be able to: a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.</td>
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<td>4. Teamwork: Our graduates will be effective team participants. You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.</td>
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<td>5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice. You will be able to: a. Identify and assess ethical, environmental and/or sustainability considerations in business</td>
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decision-making and practice, and
b. Identify social and cultural implications of business situations.

9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

10.1 Workload

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance
10.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://safety.unsw.edu.au/.

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION
You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General information on special consideration for undergraduate and postgraduate courses:
1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://student.unsw.edu.au/special-consideration
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.
3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), not by tutors.
5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.

Business School policy on requests for special consideration for Final Exams in undergraduate courses:
The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.

2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of tutorials.

3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special consideration and the Final Exam in undergraduate courses:

Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 1, 2016 are:
   - 12th July – exams for the School of Accounting
   - 13th July – exams for all Schools except Accounting and Economics
   - 14th July – exams for the School of Economics

   If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**

2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

12 STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  [https://www.business.unsw.edu.au/students/resources/learning-support](https://www.business.unsw.edu.au/students/resources/learning-support)
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  [https://www.business.unsw.edu.au/students/resources/student-centre](https://www.business.unsw.edu.au/students/resources/student-centre)
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: [https://student.unsw.edu.au/moodle-support](https://student.unsw.edu.au/moodle-support). For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**
  [www.lc.unsw.edu.au](http://www.lc.unsw.edu.au) provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  [http://info.library.unsw.edu.au/web/services/services.html](http://info.library.unsw.edu.au/web/services/services.html)

- **IT Service Centre**
  Provides technical support for problems logging into websites, downloading documents etc. [https://www.it.unsw.edu.au/students/index.html](https://www.it.unsw.edu.au/students/index.html) Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

- **UNSW Counselling and Psychological Services**
  [https://student.unsw.edu.au/wellbeing](https://student.unsw.edu.au/wellbeing) Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Student Equity & Disabilities Unit**
  [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au) Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au