UNSW Course Outline

MARK2052 Marketing Research - 2024

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General Course Information

Course Code : MARK2052
Year : 2024
Term : Term 3
Teaching Period : T3
Is a multi-term course? : No
Faculty : UNSW Business School
Academic Unit : School of Marketing
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

The aim of the course is to introduce you to a) the tools of basic marketing research, b) learn when to apply them and c) provide a managerial interpretation of your findings. In addition to the lectures, a core feature includes the undertaking of a project that spans most of the semester.

You are taught basic market research skills and are provided with the opportunity to practise these skills in a real setting. Key areas of marketing research including problem identification, defining project scope, developing a research approach, conducting fieldwork, engaging in analysis and reporting are featured heavily. In addition, issues such as sampling, quantitative research tools and marketing implications are covered.

Course Aims

Marketing research is a subject that 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-requisites, MARK1012 or MARK2012.

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.

Relationship to Other Courses

MARK2052 has a prerequisite, which in MARK2012.

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Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Identify research problems and develop research questions.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO2 : Design and undertake a basic marketing research project.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO3 : Use basic qualitative and quantitative methods to analyse data and obtain insights for research problems.	• PLO1 : Business Knowledge • PLO2 : Problem Solving
CLO4 : Translate research insights into a language that is understandable to marketing managers, and produce evidence-based marketing decisions.	• PLO2 : Problem Solving • PLO3 : Business Communication
CLO5 : Competently and confidently communicate research findings in writing	• PLO2 : Problem Solving • PLO3 : Business Communication
CLO6 : Demonstrate an ability to determine self-direction in undertaking tasks, i.e. choose what needs to be done, rather than do what is told.	• PLO2 : Problem Solving • PLO4 : Teamwork

Course Learning Outcomes	Assessment Item
CLO1 : Identify research problems and develop research questions.	• Quiz • Practicum • Group Project (Report) • Comprehensive Practicum • Research Participation
CLO2 : Design and undertake a basic marketing research project.	• Group Project (Report)
CLO3 : Use basic qualitative and quantitative methods to analyse data and obtain insights for research problems.	• Practicum • Comprehensive Practicum • Group Project (Report)
CLO4 : Translate research insights into a language that is understandable to marketing managers, and produce evidence-based marketing decisions.	• Practicum • Comprehensive Practicum • Group Project (Report)
CLO5 : Competently and confidently communicate research findings in writing	• Practicum • Comprehensive Practicum • Group Project (Report)
CLO6 : Demonstrate an ability to determine self-direction in undertaking tasks, i.e. choose what needs to be done, rather than do what is told.	• Group Project (Report)

Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams

Learning and Teaching in this 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-centered and process-based approach is taken in this course. All aspects of this course are designed to support your learning. You will be instructed about the basic tools of analyses and provided multiple opportunities to practice these skills to help solidify your understanding. This will in turn, give you the confidence to apply these learnings and skills to a project, where you determine its direction. To obtain full benefits from this course, you must be willing to extend yourself beyond your comfort zone.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Quiz Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Not Applicable
Practicum Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Not Applicable
Group Project (Report) Assessment Format: Group	30%	
Comprehensive Practicum Assessment Format: Individual	27%	Start Date: Not Applicable Due Date: Not Applicable
Research Participation Assessment Format: Individual	3%	Start Date: Not Applicable Due Date: Not Applicable

Assessment Details
Quiz

Assessment Overview

A quiz which allows you to track your progress and is complete based on theory!

Assesses: PLO1, PLO2, PLO3

Course Learning Outcomes

- CLO1 : Identify research problems and develop research questions.

Detailed Assessment Description

A few questions that will assess your grasp of your understanding of Marketing Research knowledge.

Assessment Length

Detailed available in Moodle.

Submission notes

Detailed available in Moodle.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

Practicum

Assessment Overview

The practicums are meant to evaluate whether you choose the correct tool given the problem you define to address. As you notice, you have to mostly identify your own research problem. You will be evaluated on this problem definition, your choice of tools (and implementing them on a software) and your recommendation to the manager based on the output. A small component might also address the theory that we discuss in the lecture.

Assesses: PLO1, PLO2, PLO3

Course Learning Outcomes

- CLO1 : Identify research problems and develop research questions.
- CLO3 : Use basic qualitative and quantitative methods to analyse data and obtain insights for research problems.
- CLO4 : Translate research insights into a language that is understandable to marketing managers, and produce evidence-based marketing decisions.
- CLO5 : Competently and confidently communicate research findings in writing

Detailed Assessment Description

A few questions will assess your ability to do marketing research and how to choose the correct tool, use the correct analyses and present them in a managerially relevant manner.

Assessment Length

Details available in Moodle

Submission notes

Details available in Moodle

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

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Group Project (Report)

Assessment Overview

The team project is to be done in groups of up to 5 people from the same tutorial. This project provides you with an opportunity to take your knowledge and skills of the marketing research tools learnt in the course, apply them to a real marketing problem and present your results.

Assesses: PLO1, PLO2, PLO3, PLO4

BCom students: myBCom course points for PLO3 and PLO4

Course Learning Outcomes

- CLO1 : Identify research problems and develop research questions.
- CLO2 : Design and undertake a basic marketing research project.
- CLO3 : Use basic qualitative and quantitative methods to analyse data and obtain insights for research problems.
- CLO4 : Translate research insights into a language that is understandable to marketing managers, and produce evidence-based marketing decisions.
- CLO5 : Competently and confidently communicate research findings in writing
- CLO6 : Demonstrate an ability to determine self-direction in undertaking tasks, i.e. choose

what needs to be done, rather than do what is told.

<u>Detailed Assessment Description</u>

The details of the project will be provided in Moodle.

<u>Assessment Length</u>

Detailed available in Moodle.

<u>Submission notes</u>

Detailed available in Moodle.

<u>Assignment submission Turnitin type</u>

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

<u>Generative AI Permission Level</u>

Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.
If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.
For more information on Generative AI and permitted use please see here.

Comprehensive Practicum

<u>Assessment Overview</u>

The practicums are meant to evaluate whether you choose the correct tool given the problem you define to address. As you notice, you have to mostly identify your own research problem. You will be evaluated on this problem definition, your choice of tools (and implementing them on a software) and your recommendation to the manager based on the output. A small component might also address the theory that we discuss in the lecture.

Assesses: PLO1, PLO2

Course Learning Outcomes

- CLO1 : Identify research problems and develop research questions.
- CLO3 : Use basic qualitative and quantitative methods to analyse data and obtain insights for research problems.
- CLO4 : Translate research insights into a language that is understandable to marketing managers, and produce evidence-based marketing decisions.
- CLO5 : Competently and confidently communicate research findings in writing

Detailed Assessment Description

A few questions will assess your ability to do marketing research and how to choose the correct tool, use the correct analyses and present them in a managerially relevant manner.

Assessment Length

Detailed available in Moodle.

Submission notes

Detailed available in Moodle.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

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Research Participation

Assessment Overview

The students will be provided an opportunity to participate in research projects administered by research faculty from the UNSW Business School. This will expose them to the type of research that the faculty conduct. It will involve two online or one face to face studies for which the students will receive credit.

Assesses: PLO1

Course Learning Outcomes

- CLO1 : Identify research problems and develop research questions.

Detailed Assessment Description

Detailed available in Moodle.

Assessment Length

Details available in Moodle

Submission notes

Detailed available in Moodle.

Assignment submission Turnitin type

Not Applicable

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

For more information on Generative AI and permitted use please see here.

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Introduction to marketing research
Week 2 : 16 September - 22 September	Lecture	Marketing research process and research design
	Tutorial	Details in Moodle.
Week 3 : 23 September - 29 September	Lecture	Qualitative and Survey Research
	Tutorial	Details in Moodle.
Week 4 : 30 September - 6 October	Lecture	Qualitative and Survey Research
	Tutorial	Details in Moodle.
Week 5 : 7 October - 13 October	Lecture	Data collection
	Tutorial	Details in Moodle.
Week 6 : 14 October - 20 October	Other	Flexibility Week. No lecture or tutorial.
Week 7 : 21 October - 27 October	Lecture	Descriptive analysis
	Tutorial	Details in Moodle.
Week 8 : 28 October - 3 November	Lecture	Test group differences
	Tutorial	Details in Moodle.
Week 9 : 4 November - 10 November	Lecture	Making use of associations tests
	Tutorial	Details in Moodle.
Week 10 : 11 November - 17 November	Lecture	Understanding regression analysis
	Tutorial	Details in Moodle.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

Resources will be made available on the Course Moodle site as the Term progresses.

The course website is on UNSW Moodle.

You will need to access the course website regularly (at least once per week) as some formal assessments will be conducted online and you will be expected to participate in online learning activities accessible via the course website.

Additional readings/case studies that will be used will be available on Moodle.

Recommended Resources

Optional textbook

Marketing Research, Global Edition, 9th edition, by Alvin C. Burns and Ann F. Veeck. ISBN-13:

9781292318097. Publisher Pearson.

Reading textbook will improve your understanding about the marketing theories and frameworks. But it is not required for the course.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Veronica Jiang				Appointment available by emails	No	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [Policies and Guidelines](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are

developed across the duration of a program. PLOs are, in turn, directly linked to UNSW graduate capabilities. More information on Coursework PLOs is available on the Policies and Guidelines page. For PG Research PLOs, including MPDBS, please refer to UNSW HDR learning outcomes.

Academic Honesty and Plagarism

As a student at UNSW you are expected to display academic integrity in your work and interactions. Where a student breaches the UNSW Code of Conduct with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the Working with Academic Integrity module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW Current Students page.

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW Current Students page.

LATE SUBMISSION PENALTIES

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submited.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

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.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly

advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.