



## UNSW Course Outline

# MARK5811 Applied Marketing Research - 2024

Published on the 12 May 2024

## General Course Information

Course Code : MARK5811

Year : 2024

Term : Term 2

Teaching Period : T2

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 : Postgraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

We have all taken part in some kind of “research” (such as surveys, focus groups or interviews) at some time or other. However, many people do not have an understanding of what comprises “true” market research. How should a market research project be set up? Are there ways to

collect data other than through questionnaires? How should the data be analysed and presented? When and why should market research be conducted? These are questions that will be investigated in this course.

Marketing research involves the systematic identification, collection, analysis and dissemination of information undertaken to improve managerial decision making across all areas of marketing. In this course, we examine various marketing management concepts and models covered in other marketing courses and consider the research process in collecting information and building knowledge necessary for decision making. Examining the marketing research process for a broad array of marketing management decisions further complements the wider array of subjects taught in the Master of Commerce marketing specialisation, and the Master of Commerce in general.

This course provides an overview of the various forms of marketing research that are used by practising marketing managers to make informed decisions. The emphasis will be upon research for marketing managers and as such, this course will pay particular attention to the role of research in management decision making. The course looks at each stage of the research process – from problem definition, to research design and design implementation, to data analysis and reporting of results. Both qualitative and quantitative research methods are considered.

## **Course Aims**

This course broadly aims to provide an understanding of the scope and function of marketing research, increase knowledge and skills to help diagnose and measure marketing problems, and develop skills related to the analysis of marketing data.

Students should emerge from this course as knowledgeable business managers capable of formulating research questions, collecting and analysing data, and presenting managerially relevant results. Students will learn a great deal about marketing research and will be able to apply their knowledge in their personal, disciplinary and professional endeavours. Ideally, students will gain valuable experience and knowledge, and enjoy themselves in the process.

For most businesses, understanding the process involved in systematically collecting information and developing knowledge about the environment and the marketplace is a major key to success. The concept of marketing research is broad in meaning and can be related to all areas of business management where alternatives must be considered and choices made.

# Relationship to Other Courses

The more general aim is to:

- provide an understanding of the scope and function of marketing research
- increase knowledge and skills to help diagnose and measure marketing problems, and
- develop skills related to the analysis of marketing data.

Students should emerge from this course as knowledgeable business managers, capable of formulating research questions, collecting and analysing data, and presenting managerially relevant results. Students will learn a great deal about marketing research and will be able to apply their knowledge in their personal, disciplinary, and professional endeavours. Ideally, they should gain valuable experience and knowledge and enjoy themselves in the process.

For most businesses, understanding the process involved in systematically collecting information and developing knowledge about the environment and the marketplace is a major key to success. The concept of marketing research is broad in meaning and can be related to all areas of business management where alternatives must be considered and choices made. Marketing research involves the systematic identification, collection, analysis and dissemination of information undertaken to improve managerial decision making across all areas of marketing. In this course we examine various marketing management concepts and models covered in other marketing courses and consider the research process in collecting information and building knowledge necessary for decision making. Examining the marketing research process for a broad array of marketing management decisions further complements the wider array of subjects taught in the Master of Commerce marketing specialisation, and the Master of Commerce in general. This course is mandatory for students enrolled in a Master of Commerce marketing specialisation. MARK5811 requires MARK5700 or MARK5800 as prerequisite or corequisite.

## Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Effectively apply the steps in the marketing research process to various marketing problems.	• PLO1 : Business Knowledge
CLO2 : Develop appropriate and well-justified solutions to marketing research problems.	• PLO2 : Problem Solving
CLO3 : Critically review and rationalise the use of qualitative and quantitative research methodologies in various marketing problems.	• PLO2 : Problem Solving
CLO4 : Analyse market research results and variables, and present and report on the data in a succinct and clear manner.	• PLO2 : Problem Solving • PLO3 : Business Communication
CLO5 : Work collaboratively and effectively as part of a team to critique and propose a marketing research design.	• PLO3 : Business Communication • PLO4 : Teamwork

Course Learning Outcomes	Assessment Item
CLO1 : Effectively apply the steps in the marketing research process to various marketing problems.	• Class Participation • Final Exam
CLO2 : Develop appropriate and well-justified solutions to marketing research problems.	• Individual Paper - Marketing Research Exercise • Research Report (Group) • Class Participation • Final Exam
CLO3 : Critically review and rationalise the use of qualitative and quantitative research methodologies in various marketing problems.	• Individual Paper - Marketing Research Exercise • Research Report (Group) • Class Participation • Final Exam
CLO4 : Analyse market research results and variables, and present and report on the data in a succinct and clear manner.	• Research Report (Group)
CLO5 : Work collaboratively and effectively as part of a team to critique and propose a marketing research design.	• Research Report (Group)

## Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate

## Learning and Teaching in this course

The course will be conducted on a lecture, case discussion and theory application exercise basis. Lectures will be conducted online. Tutorials are offered on campus and online. Lectures are structured to outline the key concepts, elements, and frameworks used in the field of marketing research. Relevant theories are discussed according to each lecture topic. In addition, examples of existing marketing research practices and relevant video supplements will be provided to enhance student learning.

## Additional Course Information

The purpose of this course and your UNSW degree is to demonstrate your understanding, knowledge and skills in completion of the Course Learning Outcomes and the Program Learning Outcomes. This means using your own words to express your ideas, analysis and comprehension of course concepts. Thus, use of generative AI in creating or translating your work is not permitted unless explicitly stated otherwise. This could include ChatGPT and similar systems.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Class Participation Assessment Format: Individual	10%	Due Date: Ongoing	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li></ul>
Individual Paper - Marketing Research Exercise Assessment Format: Individual	10%	Due Date: 17/06/20 24 04:00 PM	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li></ul>
Research Report (Group) Assessment Format: Group	30%	Due Date: 29/07/20 24 04:00 PM	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li></ul>
Final Exam Assessment Format: Individual	50%	Due Date: University Exam Period	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li></ul>

# Assessment Details

## Class Participation

### Assessment Overview

Class participation will provide opportunities for peer learning, strengthening students' ability to actively argue their decisions regarding the applied marketing research issues at hand, developing an understanding for alternative approaches and providing an opportunity for reflective learning. This is designed to ensure class discussion is rich and stimulating.

Further details and requirements for this assessment will be made available on Moodle in Week 1.

### Course Learning Outcomes

- CLO1 : Effectively apply the steps in the marketing research process to various marketing problems.
- CLO2 : Develop appropriate and well-justified solutions to marketing research problems.
- CLO3 : Critically review and rationalise the use of qualitative and quantitative research methodologies in various marketing problems.

## Individual Paper - Marketing Research Exercise

### Assessment Overview

The Individual Paper involves a case/scenario from which students will develop a marketing research idea.

Further details and requirements for this assessment will be made available on Moodle in Week 1.

### Course Learning Outcomes

- CLO2 : Develop appropriate and well-justified solutions to marketing research problems.
- CLO3 : Critically review and rationalise the use of qualitative and quantitative research methodologies in various marketing problems.

### Assessment Length

500 words

### Assignment submission Turnitin type

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

# Research Report (Group)

## Assessment Overview

The Research Report involves investigating and analysing a marketing research problem as part of a group. It allows students to put into practice what has been discussed in class, as well as gain first-hand experience of providing research for a company. Applying the skills and knowledge developed in this course, students will work as marketing research consultants to conduct qualitative and/or quantitative research, and prepare a research report for a company. The research findings will be used to advise the selected company on its marketing strategy.

Further details and requirements for this assessment will be made available on Moodle in Week 1.

## Course Learning Outcomes

- CL02 : Develop appropriate and well-justified solutions to marketing research problems.
- CL03 : Critically review and rationalise the use of qualitative and quantitative research methodologies in various marketing problems.
- CL04 : Analyse market research results and variables, and present and report on the data in a succinct and clear manner.
- CL05 : Work collaboratively and effectively as part of a team to critique and propose a marketing research design.

## Assessment Length

3,000 words

## Assignment submission Turnitin type

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

# Final Exam

## Assessment Overview

The Final Exam will be comprehensive in nature and will draw on work covered in lectures, tutorials, discussions, textbook material and course readings. This assessment aims to test students' understanding and application of marketing research theories covered in the course.

The Final Exam will be in the form of a take home exam, available for 24 hours. Written answers are to be submitted to Turnitin. Further details and requirements for this assessment will be provided in Week 10.

The Final Exam will take place in the formal university examination period and organised by the UNSW exam unit. The date of the Final Exam will be announced once the university exam timetable is released. No early examinations are possible. When the provisional examination timetable is released, ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. All exams are scheduled and conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student's responsibility to be familiar with these rules.

### **Course Learning Outcomes**

- CL01 : Effectively apply the steps in the marketing research process to various marketing problems.
- CL02 : Develop appropriate and well-justified solutions to marketing research problems.
- CL03 : Critically review and rationalise the use of qualitative and quantitative research methodologies in various marketing problems.

### **Assessment Length**

Available for 24 hours

### **Assignment submission Turnitin type**

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

## **General Assessment Information**

### **Grading Basis**

Standard



# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Overview & Marketing Research Process
	Tutorial	Introduction and tutorial exercise 1
Week 2 : 3 June - 9 June	Lecture	Research Design: Quantitative, Qualitative, and Mixed Methods
	Tutorial	Tutorial exercise 2
Week 3 : 10 June - 16 June	Lecture	Secondary Data Analysis
	Tutorial	Tutorial exercise 3
Week 4 : 17 June - 23 June	Lecture	Sampling Strategies and Case Studies
	Tutorial	Tutorial exercise 4
Week 5 : 24 June - 30 June	Lecture	Interviewing
	Tutorial	Tutorial exercise 5
Week 6 : 1 July - 7 July	Lecture	Observation and Focus Groups
	Tutorial	Tutorial exercise 6
Week 7 : 8 July - 14 July	Lecture	Survey (I)
	Tutorial	Tutorial exercise 7
Week 8 : 15 July - 21 July	Lecture	Survey (II)
	Tutorial	Tutorial exercise 8
Week 9 : 22 July - 28 July	Lecture	Analysing Quantitative Data, Report Writing, and Final Exam Information
	Tutorial	Tutorial exercise 9
Week 10 : 29 July - 4 August	Lecture	No classes this week.
	Tutorial	No classes this week.

## Attendance Requirements

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

## Course Resources

### Prescribed Resources

Prescribed Text

- Gray, David E. (2020). Doing Research in the Business World, Sage (2nd edition), London.

### Recommended Resources

Recommended Books

- Burns, Alvin C., Ann Veeck, and Ronald F. Bush (2019). Marketing Research, Global Edition, (9th edition), Pearson, Harlow, Essex.
- Benzo, Riccardo, Chahid Fournali, and Marwa Gad Mohsen (2018). Marketing Research: Planning, Process, Practice, Sage, Thousand Oaks, California.
- Creswell, John W. and Vicki L. Plano Clark (2018). Mixed Methods Research: Designing and Conducting (3rd edition), Sage, Thousand Oaks, California.

- Hair, Joseph F., Bryan Lukas, Ken Roberts, and Sharon Lee-Lukas (2014). Marketing Research (4th edition), McGraw Hill, Sydney, NSW.
- Hair, Joseph F. Jr., Mary Wolfinbarger Celsi, David J. Ortinau, Robert P. Bush, and Dana E. Harrison (2023). Essentials of Marketing Research (6th edition), McGraw Hill, New York, NY.
- Kolb, Bonita (2018). Marketing Research: A Concise Introduction. Sage, Thousand Oaks, California.
- Malhotra, Naresh K. (2019). Marketing Research: An Applied Orientation, Global Edition (7th edition), Pearson, Saddle River, NJ.
- Wilson, Alan (2019). Marketing Research: Delivering Customer Insight (4th edition), Red Globe Press, London.
- Winston, Wayne L. (2014). Marketing Analytics: Data-Driven Techniques with Microsoft Excel, John Wiley & Sons, Indianapolis, IN.
- Yin, Robert K. (2018). Case Study Research: Design and Methods, Applied Social Research Methods Series (6th edition), Sage, Thousand Oaks, California.
- Zikmund, William G., Barry J. Babin, Ben Lowe, Hume Winzar and Steve D'Alessandro (2020). Marketing Research (5th Asia-Pacific Edition), Cengage Learning Australia.

#### Recommended Journals for Further Readings

- Journal of Business Research
- Journal of Marketing
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Journal of Consumer Research
- Management Science
- Harvard Business Review
- Sloan Management Review
- Academy of Management Journal

## Course Evaluation and Development

The course has been recently reviewed and enhanced based on feedback received. Tutorial exercises have been updated with more recent cases.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Dr. Terrence Chong		QUAD3051	02-9348 1085	Consultation Hour: 11:00 - 12:00 Friday via Microsoft Teams during teaching weeks or by appointment.	Yes	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 [key policies and support](#) 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 [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

### Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. 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 Student Code, 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

### 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. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration 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.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.

5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

## **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. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment 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.