



# MRKT19038 Marketing Research and Analytics

## Term 1 - 2024

Profile information current as at 19/05/2024 09:22 am

All details in this unit profile for MRKT19038 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Organisations are increasingly using marketing research, insights and analytics to inform marketing decision-making. Data from marketing research is also used to forecast new trends and future implications. This unit equips you with skills to systematically conduct marketing research and you will examine how to design research, gather, analyse and present data for effective decision-making. You will also learn how to apply new tools and techniques for questionnaire design and data analysis. Contemporary digital marketing analytics techniques will be examined and evaluated.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Prerequisites: MRKT 11029 Fundamentals of Marketing.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 1 - 2024

- Brisbane
- Melbourne
- Online
- Sydney

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Presentation**

Weighting: 20%

#### 2. **Written Assessment**

Weighting: 40%

#### 3. **Written Assessment**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student feedback

##### Feedback

The practical teaching approach and the real-world examples utilised by the teaching staff are appreciated.

##### Recommendation

The teaching staff in the future offerings of this unit will be encouraged to keep taking the practical teaching approach and keep utilising high-quality and high-relevancy real-world examples in delivering this unit.

#### Feedback from Staff self-reflection

##### Feedback

A few students (initially) might have found it challenging to work on the assessment task that involved the thematic analysis.

##### Recommendation

The teaching staff in the future offerings of this unit will be encouraged to design and provide for students clear and easily understandable support resources on the assessment task that involves the thematic analysis.

#### Feedback from Staff self-reflection

##### Feedback

The learning contents associated with experimental design could have been further improved.

##### Recommendation

The teaching staff in the future offerings of this unit will be encouraged to further improve the clarity of the learning contents associated with experimental design, as well as incorporate exemplary marketing or consumer behaviour experiments into the learning contents.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Discuss marketing research and analytics in theory and practice
2. Identify and evaluate a range of tools and instruments used in marketing research for data collection and sampling
3. Evaluate various marketing web analytics tools and techniques
4. Apply effective data analysis techniques in digital and traditional marketing research
5. Effectively communicate marketing research concepts, results and analysis.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
<b>1 - Presentation - 20%</b>		•			

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
2 - Written Assessment - 40%		•			
3 - Written Assessment - 40%	•		•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving	•	•	•	•	•
3 - Critical Thinking		•	•	•	•
4 - Information Literacy					
5 - Team Work					
6 - Information Technology Competence			•	•	•
7 - Cross Cultural Competence					
8 - Ethical practice					
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

### Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Presentation - 20%	•	•	•							
2 - Written Assessment - 40%	•	•	•							
3 - Written Assessment - 40%	•	•	•			•				

## Textbooks and Resources

### Textbooks

MRKT19038

#### Prescribed

#### Marketing Research

5th edition (2020)

Authors: Barry J. Babin, Steve D'Alessandro, Hume Winzar, Ben Lowe, William Zikmund

Cengage, Australia

ISBN: 9780170438964

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office
- Jamovi

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**En Li** Unit Coordinator

[e.li@cqu.edu.au](mailto:e.li@cqu.edu.au)

## Schedule

### Week 1 - 04 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
The role of marketing research and the research process	1	

### Week 2 - 11 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Problem definition and the research process	2	

### Week 3 - 18 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
Experimental research and test marketing	7	

### Week 4 - 25 Mar 2024

Module/Topic	Chapter	Events and Submissions/Topic
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Survey research	5	<b>Individual Presentation</b> Due: Week 4 Friday (29 Mar 2024) 5:00 pm AEST
<b>Week 5 - 01 Apr 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Qualitative research	3	
<b>Vacation Week - 08 Apr 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Week 6 - 15 Apr 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Preparing for the Assessment 2	No set chapter	
<b>Week 7 - 22 Apr 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Secondary research and big data	4	
<b>Week 8 - 29 Apr 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Measurement	8	<b>Individual Written Assessment 1</b> Due: Week 8 Friday (3 May 2024) 5:00 pm AEST
<b>Week 9 - 06 May 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Questionnaire design	9	
<b>Week 10 - 13 May 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Sampling: Sample design and sample size	10	
<b>Week 11 - 20 May 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Bivariate statistical analysis: Tests of association	14	
<b>Week 12 - 27 May 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Preparing for the Assessment 3	No set chapter	<b>Individual Written Assessment 2</b> Due: Week 12 Friday (31 May 2024) 5:00 pm AEST
<b>Review/Exam Week - 03 Jun 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Exam Week - 10 Jun 2024</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

## Assessment Tasks

### 1 Individual Presentation

**Assessment Type**  
Presentation

### **Task Description**

Your task in this assessment includes two steps. First, please examine the following hypothetical business scenario, and introduce the marketing problem associated with this scenario: Imagine that a hypothetical new cruise line will enter the Australian market later this year, and you are in charge of developing a new brand logo for this new cruise line. Please identify a key marketing problem based on this hypothetical business scenario. Second, please design an experiment that can be utilized to investigate the marketing problem. Specifically, you are required to determine and justify the independent variable and the dependent variable for the experiment.

This presentation should be made within 3 minutes and through 4 PowerPoint slides. The slides should follow the subsequent structure:

- Student information and presentation title;
- The marketing problem;
- The experiment: independent variable and dependent variable;
- Reference list.

In the "Click to add notes" section of each slide, please provide the corresponding script for that slide. Hence, in that section, you will need to write out or at least outline what you intend to say in your presentation for that slide.

Please record your presentation through PowerPoint's "Record Slide Show" function, and submit your PowerPoint file (with recording) on Moodle by the due time of 5pm AEST Friday Week 4.

### **Assessment Due Date**

Week 4 Friday (29 Mar 2024) 5:00 pm AEST

### **Return Date to Students**

Week 6 Friday (19 Apr 2024)

### **Weighting**

20%

### **Assessment Criteria**

- The marketing problem - 5 marks
- The experiment: independent variable and dependent variable - 10 marks
- PowerPoint design, referencing, and presentation clarity - 5 marks
- Total - 20 marks

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Learning Outcomes Assessed**

- Identify and evaluate a range of tools and instruments used in marketing research for data collection and sampling

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking

## **2 Individual Written Assessment 1**

### **Assessment Type**

Written Assessment

### **Task Description**

Your task in this assessment is to analyse the comments provided by the viewers of a YouTube video and draw inferences accordingly. You will be provided the link for the YouTube video in Week 6.

Specifically, you will:

- Prepare themes and sub-themes from the comments provided by the viewers of the video.

- Draw a diagram to explain how the themes (including its sub-themes) are connected.
- Develop hypotheses based on the diagram.

This assessment should be submitted in a single Word document, has a word limit of 600-1200, and requires a minimum of 5 references. The Moodle submission of this assessment will be due at 5pm AEST Friday Week 8.

**Assessment Due Date**

Week 8 Friday (3 May 2024) 5:00 pm AEST

**Return Date to Students**

Week 10 Friday (17 May 2024)

**Weighting**

40%

**Assessment Criteria**

- Themes and sub-themes - 15 marks
- Diagram and hypotheses - 15 marks
- Writing style and referencing - 10 marks
- Total - 40 marks

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- Identify and evaluate a range of tools and instruments used in marketing research for data collection and sampling

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking

## 3 Individual Written Assessment 2

**Assessment Type**

Written Assessment

**Task Description**

Your task in this assessment is to conduct quantitative data analysis and discuss your analysis findings from a marketing researcher's perspective. You will be provided a dataset in Week 9, and for this dataset, you will:

- Examine the demographic profiles.
- Test the associations between required variables.
- Discuss the marketing implications of the analysis findings.

This assessment should be submitted in a single Word document, has a word limit of 600-1200, and requires a minimum of 5 references. The Moodle submission of this assessment will be due at 5pm AEST Friday Week 12.

**Assessment Due Date**

Week 12 Friday (31 May 2024) 5:00 pm AEST

**Return Date to Students**

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (5 Jul 2024).

**Weighting**

40%



**Assessment Criteria**

- Data analysis - 20 marks
- Discussion - 10 marks
- Writing style and referencing - 10 marks
- Total - 40 marks

**Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- Discuss marketing research and analytics in theory and practice
- Evaluate various marketing web analytics tools and techniques
- Apply effective data analysis techniques in digital and traditional marketing research
- Effectively communicate marketing research concepts, results and analysis.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Technology Competence

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem