

## In Progress

Please note that this Unit Profile is still in progress. The content below is subject to change.



# MRKT19038 Marketing Research and Analytics

## Term 1 - 2026

Profile information current as at 22/01/2025 08:40 pm

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 - 2026

- 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

Information for Class and Assessment Overview has not been released yet.

This information will be available on Monday 12 January 2026

## 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 and staff self-reflection.

##### **Feedback**

There is still room for improvement on the clarity of assessment requirements as well as the practice of providing assessment relevant information.

##### **Recommendation**

The teaching staff in the future offerings of this unit will be encouraged to design sufficient amount of support resources for the assessments, clearly indicate key assessment requirements in the support resources, and communicate the support resources to students as early as possible.

#### Feedback from Student feedback and staff self-reflection.

##### **Feedback**

A few students might perceive certain contents of this unit mind-numbing or challenging.

##### **Recommendation**

The teaching staff in the future offerings of this unit will be encouraged to incorporate into the learning and teaching materials easily understandable examples or cases on those relatively challenging contents of the unit.

## Unit Learning Outcomes

Information for Unit Learning Outcomes has not been released yet.

This information will be available on Monday 12 January 2026

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

Information for Alignment of Learning Outcomes, Assessment and Graduate Attributes has not been released yet.

This information will be available on Monday 12 January 2026

## Textbooks and Resources

Information for Textbooks and Resources has not been released yet.

This information will be available on Monday 16 February 2026

## Academic Integrity Statement

Information for Academic Integrity Statement has not been released yet.

This unit profile has not yet been finalised.