



# MRKT19038 *Marketing Research and Analytics*

## Term 1 - 2018

Profile information current as at 14/12/2025 03:41 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

Prerequisite: MRKT 11029

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 - 2018

- Brisbane
- Distance
- Melbourne
- Perth
- Rockhampton
- 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. **Online Quiz(zes)**

Weighting: 20%

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

Weighting: 50%

#### 3. **Practical Assessment**

Weighting: 30%

### 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 Moodle

##### Feedback

Assessment 2 required more guidance.

##### Recommendation

More information and guidance will be provided to students regarding Assessment 2.

##### Action

Online tutorials were offered to discuss the specifics of all assessments. These were recorded and made available in Moodle. Pdf briefing sheets and clearer information were also made available through Moodle.

#### Feedback from Moodle

##### Feedback

Great course materials and resources and marketing research professional knowledge and engaging classes.

##### Recommendation

Continue with the current course contents.

##### Action

Updated unit content to reflect changes such as big data and the importance of qualitative analysis. Otherwise retained structure of the unit.

## 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
1 - Online Quiz(zes) - 20%		•			
2 - Written Assessment - 50%	•	•	•		•
3 - Practical Assessment - 30%			•	•	•

## 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 - Online Quiz(zes) - 20%	•	•	•	•		•		•		
2 - Written Assessment - 50%	•	•	•	•	•	•		•		
3 - Practical Assessment - 30%	•	•	•	•		•		•		

## Textbooks and Resources

### Textbooks

MRKT19038

#### Prescribed

##### Marketing Research

Edition: 8th (2018)

Authors: Burns AC, Veeck A, and Bush RF

Pearson Education

USA

ISBN: 9781292153261

Binding: Paperback

MRKT19038

#### Supplementary

##### Microsoft Excel Data Analysis and Business Modelling

Edition: 5th (2016)

Authors: Winston, WL

Pearson Higher Ed

USA

ISBN: 9781509304226

Binding: eBook

#### Additional Textbook Information

An ebook version of Marketing Research is located here: <http://www.pearson.com.au/9781292153278>. The ebook version of Microsoft Excel 2016 is here: <http://www.pearson.com.au/9781509304226> However, both books are available in print at the CQUni Bookshop here: <http://bookshop.cqu.edu.au>

### IT Resources

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

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Latest SPSS version or earlier versions
- Microsoft office suite

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**James Callan** Unit Coordinator

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## Schedule

### Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic

The marketing research process, problems, and objectives.	Ch. 1 Introduction to Marketing Research Ch. 3 The Marketing Research Process; Defining the Problem; Research Objectives	Interactive Seminar 1 Learning Objectives <ul style="list-style-type: none"> <li>• What to do about changing customer sentiment?</li> <li>• Define the problem; determine the research objectives</li> </ul>
<b>Week 2 - 12 Mar 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Research design	Ch 4 Research Design	Interactive Seminar 2 Assessment standards <ul style="list-style-type: none"> <li>• Design decisions</li> </ul>
<b>Week 3 - 19 Mar 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Secondary sources, and quantitative survey data	Ch 5 Secondary Data and Packaged Information Ch 7 Evaluating Survey Data Collection Methods	Interactive Seminar 3 <ul style="list-style-type: none"> <li>• Secondary sources - Marketing research Archives</li> <li>• The 9 Data collection methods</li> </ul>
<b>Week 4 - 26 Mar 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Qualitative research	Ch 6 Qualitative Research Techniques	Interactive Seminar 4 <ul style="list-style-type: none"> <li>• Methods, interpretation and meaning</li> <li>• Focus groups</li> </ul>
<b>Week 5 - 02 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Measurement, questions, and questionnaires	Ch. 8 Understanding Measurement, Developing Questions, and Designing the Questionnaire	Interactive Seminar 5 <ul style="list-style-type: none"> <li>• Questionnaire; design for research objectives</li> </ul> <b>Marketing Research Tools and Instruments</b> Due: Week 5 Monday (2 Apr 2018) 5:00 pm AEST
<b>Vacation Week - 09 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Contact free		
<b>Week 6 - 16 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Selecting the sample Determining the size of a sample	Ch. 9 Selecting the Sample Ch. 10 Determining the Size of a Sample	Interactive Seminar 6 <ul style="list-style-type: none"> <li>• Sampling methods and size</li> </ul>
<b>Week 7 - 23 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Descriptive Research	Ch 12 Using Descriptive Analysis, Hypothesis Testing	Interactive Seminar 7 <ul style="list-style-type: none"> <li>• Measures of Central tendency, confidence intervals</li> </ul>
<b>Week 8 - 30 Apr 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Lab Session 1 - DESCRIPTIVE & INFERENCE ANALYSIS	Ch 12 Using Descriptive Analysis, Performing Population Estimates	Interactive Seminar 8 <ul style="list-style-type: none"> <li>• What is a Marketing Research Proposal?</li> </ul>
<b>Week 9 - 07 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

Lab Session I - DIFFERENCE ANALYSIS	Ch 13 Implementing Basic Differences Tests	Interactive Seminar 9 • Apply measures to determine differences between target markets  <b>Marketing Research Proposal Due:</b> Week 9 Thursday (10 May 2018) 5:00 pm AEST
<b>Week 10 - 14 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Lab Session II - ASSOCIATION ANALYSIS	Ch. 14 Making Use of Associations Tests	Interactive Seminar 10 • Apply measures of association to consider implications of customer preferences.
<b>Week 11 - 21 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Lab session III - RELATIONSHIPS ANALYSIS	Ch. 15 Understanding Regression Analysis Basics	Interactive Seminar 11 • Determining the likelihood of customer purchases
<b>Week 12 - 28 May 2018</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Reporting the research Unit review and evaluation	Ch. 16 The Research Report	Interactive Seminar 12 • TableLooks and presentation • Consultation for final submission  <b>Marketing Research Analysis Due:</b> Week 12 Thursday (31 May 2018) 5:00 pm AEST

## Assessment Tasks

### 1 Marketing Research Tools and Instruments

#### Assessment Type

Online Quiz(zes)

#### Task Description

The quiz comprises an open book assessment aimed at establishing your familiarity with specific tools and instruments pertinent to Marketing Research.

The learning content covered during the first 3 weeks of the term (i.e., Chs. 1, 3, 4, 5, and 7 inclusive) is the focus of the assessment which must be completed in one sitting.

There are 40 multiple choice questions for which the correct answers score 0.5 marks ( $40 \times 0.5 = 20$  marks). The time allocated for completion is 45 minutes.

The quiz can only be completed on-line in Moodle at a time suited to you between the following dates:

**Open:** Monday, 26 March (Week 4) at 9.00 am (AEST)

**Close:** Monday, 2 April (Week 5) at 9.00 am (AEST)

#### Number of Quizzes

1

#### Frequency of Quizzes

Other

#### Assessment Due Date

Week 5 Monday (2 Apr 2018) 5:00 pm AEST

Candidates are responsible for access, ISP, browsers, connection and computer use (irrespective of ownership).

Equipment failure is not grounds for special consideration or extension. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the internet. Do not attempt the quiz from 4:30 pm of the due date. Once the quiz closes, no further attempts are permissible.

**Return Date to Students**

Week 5 Monday (2 Apr 2018)

Results of quiz released upon completion in the grade book.

**Weighting**

20%

**Assessment Criteria****Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Complete the quiz in one sitting

**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
- Information Literacy
- Information Technology Competence
- Ethical practice

## 2 Marketing Research Proposal

**Assessment Type**

Written Assessment

**Task Description**

You have been asked by a client to produce a marketing research proposal for a selected Australian Theme or Amusement Park.

The task involves identifying the research problem, designing an online survey for administration to a sample of adults who attended the theme park within the last month.

The on-line survey instrument, intended for customer follow-up, is to specify questions aligned to the research objectives. The focus must address relevant post experience attitudes and perceptions that respondents have of the customer journey. Questions pertaining to amusement activities, recreation and leisure pursuits, standards of service, food and beverage options, admission costs, pricing of merchandise and memorabilia, and special or particular customer service issues for different customer segments qualify for inclusion. Other dimensions include the likelihood of repeat business and word-of-mouth (WOM).

**Weighting:** 50%

**Length:** 2000-2500 words (+/- 10%)

**The minimum design requirements comprise:**

**Introduction**

- Problem
- Research Objectives
- Research Question

**The Methodology**

- Research Approach (rationale)
- Research Method
- Data Collection Plan

**Analysis and Findings (Proposed)**

- Research Approach (rationale)

- Research Method
- Statement of deliverables
- Data analysis
- Methods of reporting findings

### Appendices

- Budget
- Sample questionnaire or survey
- Timeline
- Ethics
- Confidentiality statement
- Other relevant information

The assessment is technical in nature and must be started well before the term break (*i.e.*, week 3). Consult the assignment briefing notes in Moodle.

**NB: The selection of source material from Google, Wikipedia, [www.NetMBA.com](http://www.NetMBA.com), [www.marketingteacher.com](http://www.marketingteacher.com), [www.tutor2u.com](http://www.tutor2u.com), and so forth will be treated as substandard and inadmissible.**

**These publicly accessible sources lack rigor and standing as substantive materials to support scholarship and academic enquiry. Please consult assignment briefing notes available in Moodle.**

### Assessment Due Date

Week 9 Thursday (10 May 2018) 5:00 pm AEST

Submissions must be authentic work submitted online in Portable Document Format (.pdf) uploaded in MRKT19038 and conform to assessment policy.

### Return Date to Students

Week 11 Thursday (24 May 2018)

All submission are returned via feedback studio

### Weighting

50%

### Assessment Criteria

Criteria	Weighting
Marketing Research Proposal (format or layout)	5
Marketing research problem, objectives, and questions indicated and elaborated	15
Methodology, sampling techniques, and analytical treatment identified and evaluated	15
Approach to analysis and findings effectively communicated	10
Mechanics, language usage and reference standards as applied.	5
<b>Total</b>	<b>50</b>

**NB: Standards discussed and posted after workshop 3**

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Submission Instructions

Online submission in MRKT19038 Moodle site. Use the .doc to pdf converter provided to ensure the upload is in portable document format only.

### Learning Outcomes Assessed

- Discuss marketing research and analytics in theory and practice
- Identify and evaluate a range of tools and instruments used in marketing research for data collection and sampling
- Evaluate various marketing web analytics tools and techniques
- Effectively communicate marketing research concepts, results and analysis.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Ethical practice

## 3 Marketing Research Analysis

### Assessment Type

Practical Assessment

### Task Description

**Weighting:** 30%

**Length:** 1000-1500 words (+/- 10%)

### Assessment Task

Nick Thomas (CEO) of Auto Concepts, a recently formed division of one of the largest U.S. automobile manufacturers, is determined to steer the company in a new direction. As a member of a marketing research firm contracted to assist in the analysis of survey data intended to inform key marketing decisions, your section supervisor has given you the option of playing a role in a two-staged integrated assessment of survey data collected on behalf of Auto Concepts.

The first part of the assessment involves descriptive and inference analysis (Case 12.2 pp. 348-349) is obligatory since the work extends to descriptive and inference analysis.

The second part allows you to make some *degrees of freedom* to demonstrate your expertise as an analyst. You may choose 1 of the following 3 skill challenges to complete the second part of your report.

Your supervisor has staged a competition to find the most capable in each of the following areas of expertise.

You contemplate your options to demonstrate your expertise for one of the following areas:

1. Differences Analysis (Case 13.2 p.375), or
2. Association Analysis (Case 14.2 p.405), or
3. Relationship Analysis (Case 15.2 p. 430).

**NB: In line with your elective decision made earlier in the term analysis must be undertaken using SPSS or Microsoft Excel (not both).**

**Please consult assignment briefing notes available in Moodle.**

### Assessment Due Date

Week 12 Thursday (31 May 2018) 5:00 pm AEST

Submissions must be authentic work submitted online in Portable Document Format (.pdf) uploaded in MRKT19038 and must conform to the university's assessment policy requirements.

### Return Date to Students

In line with the university's assessment policy, the graded submission and assessment feedback is not released until certification of grades.

### Weighting

30%

### Assessment Criteria

Criteria	Weighting
Marketing Research Report (format or layout)	5
Applies descriptive data analysis using SPSS or MS Excel	10
Demonstrates proficiency in one specialist area (Differences, or Association, or Relationship) of data analysis and treatment	10
Effectively communicates results, concepts, and implications of analysis for decision making Mechanics, language usage and reference standards as applied.	5
<b>Total</b>	<b>30</b>

**NB: Standards discussed and posted after workshop 3**

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Online submission in MRKT19038 Moodle site. Use the .doc to pdf converter provided to ensure the upload is in portable document format only.

**Learning Outcomes Assessed**

- 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 Literacy
- Information Technology Competence
- Ethical practice

## 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