MRKT19038 *Marketing Research and Analytics*
Term 1 - 2019

Profile information current as at 14/12/2025 03:40 pm

All details in this unit profile for MRKT19038 have been officially approved by CQUniversity 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 - 2019

- Brisbane
- Melbourne
- Online
- 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 2018 T1 student feedback

Feedback

Assessment task information should be explained in a clear manner.

Recommendation

All requirements of all assessment tasks should be clearly and consistently explained and communicated to students studying this unit.

Feedback from 2018 T1 student feedback; peer reflection

Feedback

A free statistical software / package would be preferred.

Recommendation

If a free statistical software / package can be identified as suitable for the quantitative analyses required by this unit, then such a free software should be adopted in the unit, to reduce students' financial burden.

Feedback from 2018 T1 student feedback; peer observation

Feedback

The information provided on the 2018 T1 unit moodle site seems a bit overwhelming or messy.
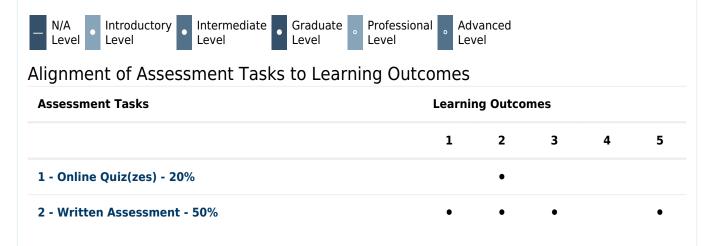
Recommendation

The future coordinator of this unit should ensure that its future unit moodle sites do not overwhelm students with too many materials or too much information.

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

— N/A Level ○ Introductory Level ● Intermediate Level ● Graduate Level ○ Professional Level ○ Advanced Level

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%	●	●	●		●

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
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: Asia Pacific Region
Edition: 4th edn (2016)
Authors: Steve D'Alessandro et al.
Cengage
South Melbourne , QLD , Australia
ISBN: 9780170369824
Binding: eBook

Additional Textbook Information
Will also need the following to accompany the textbook: Marketing Research Coursemate Express Premium Website ;
ISBN: 9780170388290

One-stop shop for learning tools and activities that help students succeed. Access datasets, review with flash cards,

complete the on-going project and check understanding with interactive quizzing. All the study and application resources

in CourseMate Express are organised by chapter to help students get the most from their learning resource. Qualtrics

research suite allows creation and deployment of surveys and provides data for analysis.

The eBook version is available at: https://www.cengagebrain.com.au/shop/isbn/9780170369824?cid=ausprodpage

The paper version also contains the online access and can be purchased at the CQUni Bookshop here:

http://bookshop.cqu.edu.au (search on the Unit code).

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

Parves Sultan Unit Coordinator
p.sultan@cqu.edu.au

Schedule

Week 1 - 11 Mar 2019

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 • What to do about changing customer sentiment? • Define the problem; determine the research objectives

Week 2 - 18 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
Research design	Ch 4 Research Design	Interactive Seminar 2 Assessment standards • Design decisions

Week 3 - 25 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
Secondary sources, and quantitative survey data	Ch 5 Secondary Data and Packaged Information Ch 7 Evaluating Survey Data Collection Methods	Interactive Seminar 3 • Secondary sources - Marketing research Archives • The 9 Data collection methods

Week 4 - 01 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Qualitative research	Ch 6 Qualitative Research Techniques	Interactive Seminar 4 • Methods, interpretation and meaning • Focus groups

Week 5 - 08 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Measurement, questions, and questionnaires	Ch. 8 Understanding Measurement, Developing Questions, and Designing the Questionnaire	Interactive Seminar 5 • Questionnaire; design for research objectives **Marketing Research Tools and Instruments** Due: Week 5 Friday (12 Apr 2019) 5:00 am AEST

Vacation Week - 15 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week	Vacation Week	Vacation Week

Week 6 - 22 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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 • Sampling methods and size

Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Descriptive Research	Ch 12 Using Descriptive Analysis, Hypothesis Testing	Interactive Seminar 7 • Measures of Central tendency, confidence intervals **Marketing Research Proposal** Due: Week 7 Friday (3 May 2019) 5:00 pm AEST

Week 8 - 06 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Lab Session 1 - DESCRIPTIVE & INFERENCE ANALYSIS	Ch 12 Using Descriptive Analysis, Performing Population Estimates	Interactive Seminar 8 • What is a Marketing Research Proposal?

Week 9 - 13 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Lab Session I - DIFFERENCE ANALYSIS	Ch 13 Implementing Basic Differences Tests	Interactive Seminar 9 • Apply measures to determine differences between target markets

Week 10 - 20 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
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.

Week 11 - 27 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Lab session III - RELATIONSHIPS ANALYSIS	Ch. 15 Understanding Regression Analysis Basics	Interactive Seminar 11 • Determining the likelihood of customer purchases

Week 12 - 03 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
Reporting the research Unit review and evaluation	Ch. 16 The Research Report	Interactive Seminar 12 • Tables and presentation • Consultation for final submission **Data Analytics** Due: Week 12 Friday (7 June 2019) 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.*, Chapters 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 x 0.5 = 20 marks). The time allocated for completion is 45 minutes.
The quiz can only be completed online in Moodle at a time suited to you between the following dates:
    Open: Monday, Week 4, at 9.00 am (AEST)
    Close: Friday, Week 5, at 5.00 pm (AEST)

Number of Quizzes
1
Frequency of Quizzes
Other
Assessment Due Date
Week 5 Friday (12 Apr 2019) 5:00 am 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

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
The Food and Beverage Industry (FBI) in Australia is facing the industry-wide low level of sales for the last five years. You have been invited to submit a research proposal to further investigate the problem. Your research proposal will consider a single geographic area in Australia and a single product that belongs to FBI.
Weighting: 50%
Length: 2000-2500 words
The research proposal should include the following components:
Introduction

- Industry, Company and Product Overview
- Research Problem
- Research Objectives
- Research Question

Literature Review

- What causes Low Sales in FBI: Evidence from Literature
- A Proposed Research Framework for FBI's Low Sales

Research Methods

- Research Approach (Rationale)
- Sampling Plan for Qualitative Research Method
- Data Collection Technique for Qualitative Research Method
- Data Collection Instrument (i.e. a sample open-ended and guiding questions) for Qualitative Research Method
- Data Analysis Techniques for Qualitative Research Method
- Sampling Plan for Quantitative Research Method
- Data Collection Technique for Quantitative Research Method
- Data Collection Instrument (i.e. survey questionnaire) for Quantitative Research Method
- Data Analysis Techniques for Quantitative Research Method

Contents of the Research Reports
Research Budget and
Research Timeline (Gantt Chart)

Assessment Due Date

Week 7 Friday (3 May 2019) 5:00 pm AEST

Submissions must be authentic work submitted online in Word Format (.doc; .docx) uploaded in MRKT19038 only and conform to assessment policy.

Return Date to Students

Week 9 Friday (17 May 2019)

All submission are returned via feedback studio in Moodle (click on the "pencil" icon located beside your marks)

Weighting

50%

Assessment Criteria

Criteria	Weighting
Quality of the Marketing Research Proposal (language, format and layout, citations, references)	5
Introduction	10
Literature Review	10
Research Methods	20
Contents of the Research Reports, Budget and Timeline	5
Total	**50**

Referencing Style

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

Submission

Online

Submission Instructions

Submissions must be authentic work submitted online in Word Format (.doc; .docx), uploaded in MRKT19038 only, and conform to assessment policy.

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 Data Analytics

Assessment Type
Practical Assessment

Task Description
Weighting: 30%
Length: 1500-2000 words
Assessment Task
A market research company collected both interview and survey data from consumers. As a data-analyst to that market research company, you are required to analyse both interview and survey data and draw inferences based on the data analyses. For survey data, you can either use Excel or SPSS, and the software is available for the CQU students. Your unit coordinator will make both the interview and survey data available by week 6 in the unit Moodle site.
For the interview data, you are required to:

- identify the themes from the verbatim consumer responses with associated quotes, and
- demonstrate how the themes are related and draw a concept model based on the themes and their relationships

For the survey data, you are required to:

- demonstrate and explain the findings of the descriptive data analysis,
- demonstrate and explain the findings of the correlation analyses, and
- demonstrate and explain the findings of the regression analyses

Assessment Due Date
Week 12 Friday (7 June 2019) 5:00 pm AEST

Submissions must be authentic work submitted online in Word Format (.doc, docx), uploaded in MRKT19038, and must conform to the university's assessment policy requirements.

Return Date to Students
Exam Week Friday (21 June 2019)

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

Quality of the report (title page, table of contents, executive summary, introduction, language, format, style, citations and references) - 5 marks

Interview data analysis and explanation - 10 marks

Survey data analysis and explanation - 10 marks

Discussion with both interview and survey data findings, and conclusion - 5 marks

Referencing Style

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

Submission
Online

Submission Instructions
Online submission in MRKT19038 Moodle site. Use the .doc, .docx file 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