



MRKT19038 Marketing Research and Analytics

Term 1 - 2020

Profile information current as at 14/12/2025 05:57 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

Prerequisites: MRKT 11029 Fundamentals of Marketing; MRKT19031 Consumer Behaviour; plus 24 credit points. Bachelor of Hospitality Management students will need to enrol into MRKT19031 Consumer Behaviour as a co-requisite if they have not completed this unit.

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 - 2020

- 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. **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 Have Your Say survey

Feedback

A need for an appropriate and balanced distribution of mark in assessment types was recognised.

Recommendation

Allocation of marks for each of the assessment types are being revised.

Feedback from Have Your Say survey

Feedback

Understanding the assessment descriptions and assessment requirements

Recommendation

To ensure that students understand the assessment descriptions and requirements the assessment descriptions and requirements, unit profile task description, marking criteria, and marking rubrics will be reviewed in light of the unit learning outcomes and communicated appropriately to students.

Feedback from Have Your Say survey

Feedback

Individualised assessment feedback and communication, teaching flexibility, Zoom sessions, support to students, and friendliness of the teaching team were appreciated by students.

Recommendation

It is recommended that all these factors are maintained to engage students and enhance student retention.

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 - Presentation - 20%		•			
2 - Written Assessment - 40%		•			

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
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 : Asia-Pacific Edition

4th Asia-Pacific edition (2016)

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

Cengage, Australia

ISBN: 9780170369824

Binding: Other

Additional Textbook Information

The CQUniversity library has access to an e-book. This e-book is available on a four-user licence which means that only four people can access it at any one time. If you are turned away, please try again later. For access to this e-book, please click here: <https://ebookcentral.proquest.com/lib/cqu/detail.action?docID=4771004>

However, if you prefer your own copy, they are available for purchase at the CQUni Bookshop here:

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

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Endnote (available through Library - see Moodle link)
- IBM SPSS Statistics
- Microsoft office suite
- Nvivo may be needed for data analysis
- SmartPLS
- VOSviewer
- Jamovi

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

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Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic

The nature of marketing research	Chapter 1	<p>Key learning objectives:</p> <ul style="list-style-type: none"> • Defining and understanding marketing research • Appreciating the importance of marketing research as a decision making tool <p>Overviews of the unit profile, assessments, and Moodle mapping</p> <p>Case study</p>
Week 2 - 16 Mar 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Problem definition and the research process	Chapter 2	<p>Key learning objectives:</p> <ul style="list-style-type: none"> • Understanding and identifying a research problem, and defining the marketing research process • Mapping the research problem with research questions and objectives <p>Interactive discussion, overview and mapping the resources for the assessment task 1.</p> <p>Case study</p>
Week 3 - 23 Mar 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Qualitative research	Chapter 3	<p>Key learning objectives:</p> <ul style="list-style-type: none"> • Understanding the difference between qualitative and quantitative research methods • Exploring some common qualitative research techniques, tools and data analysis processes <p>Interactive discussion: assessment task 1</p> <p>Case study</p>
Week 4 - 30 Mar 2020		
Module/Topic	Chapter	Events and Submissions/Topic
Secondary research with big data Survey research	Chapter 4 Chapter 5	<p>Key learning objectives:</p> <ul style="list-style-type: none"> • Understanding the types of objectives that can be achieved through various sources of secondary data • Understanding the types of objectives that can be achieved through various survey research types • Identifying the common issues in both survey research and secondary research <p>Interactive discussion: assessment tasks 1</p> <p>Case study</p> <p>Identifying a marketing research problem and research questions Due: Week 4 Friday (3 Apr 2020) 5:00 pm AEST</p>
Week 5 - 06 Apr 2020		
Module/Topic	Chapter	Events and Submissions/Topic

Experimental research and test marketing

Chapter 7

Key learning objectives:

- Understanding the types of experimental research design to apply in the test marketing processes
- Deciding on the ethical issues, and dependent and independent variables related to the experimental research design
- Assessing reliability and validity of the variables

Interactive discussion, overview and mapping the resources for the assessment task 2.
Case study

Vacation Week - 13 Apr 2020

Module/Topic

Chapter

Events and Submissions/Topic

Vacation Week

Vacation Week

Vacation Week

Week 6 - 20 Apr 2020

Module/Topic

Chapter

Events and Submissions/Topic

Measurement

Chapter 8

Key learning objectives:

- Understanding and identifying what is to be measured and how it is to be measured
- Determining the rules of measurements

Interactive discussion: assessment task 2
Case study

Week 7 - 27 Apr 2020

Module/Topic

Chapter

Events and Submissions/Topic

Questionnaire design

Chapter 9

Key learning objectives:

- Specifying the questions to be asked
- Determining relevant items/research instruments for the questions/constructs/variables
- Appreciating the questionnaire design process

Interactive discussion: assessment task 2
Case study

Week 8 - 04 May 2020

Module/Topic

Chapter

Events and Submissions/Topic

Sampling: sample design and sample size

Chapter 10

Key learning objectives:

- Understanding the common forms and issues of sampling frames, and sampling errors
- Choosing an appropriate sample design

Interactive discussion, overview and mapping the resources for the assessment task 3.
Case study

Marketing research proposal Due: Week 8 Friday (8 May 2020) 5:00 pm AEST

Week 9 - 11 May 2020

Module/Topic

Chapter

Events and Submissions/Topic

Editing and coding: transforming raw data into information Chapter 11
 Univariate statistical analysis: a recap of inferential statistics Chapter 12

Key learning objectives (lab session -1):

- Understanding the common issues of coding and attributing open-ended and close-ended data
- Understanding data cleaning and editing
- Applying qualitative and quantitative data input and data analysis using software, and applying those in marketing research contexts

Interactive discussion: assessment task 3.
 Case study

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Bivariate statistical analysis: tests of differences Bivariate statistical analysis: tests of association	Chapter 13 Chapter 14	Key learning objectives (lab session - 2):
		<ul style="list-style-type: none"> • Applying the null hypothesis, ANOVA and t-tests in marketing research contexts • Applying the tests of correlation coefficient, coefficient of determination, cross-tabulation and chi-square test in marketing research contexts
		Interactive discussion: assessment task 3. Case study

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Multivariate statistical analysis	Chapter 15	Key learning objectives (lab session - 3):
		<ul style="list-style-type: none"> • Applying factor analysis, multivariate regression analysis in marketing research contexts • Applying cluster analysis, multidimensional scaling/factors and multivariate regression analysis
		Interactive discussion: assessment task 3. Case study

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
Communicating research results: research report, oral presentation and research follow-up	Chapter 16	Key learning objectives:
		<ul style="list-style-type: none"> • Designing content, tables and figures for a report • Formatting a report • Considering key issues when writing a report • Presenting qualitative findings • Presenting quantitative results • Influencing the audience through oral presentation
		Interactive discussion, closing the unit and concluding remarks.
		Case studies and reporting the qualitative and quantitative findings Due: Week 12 Friday (5 June 2020) 5:00 pm AEST

Assessment Tasks

1 Identifying a marketing research problem and research questions

Assessment Type

Presentation

Task Description

As an independent market researcher, explore and find an authentic marketing problem of a company and formulate at least two research questions.

Your presentation should include the following aspects.

- Explanation of the detailed search process undertaken to study a company and its current marketing issues.
- Identification of an authentic research problem the company is facing and the formulation of research questions.
- Justification of why researching the identified problem would benefit the company.
- Presentation with greater clarity including expression, style and format, citations and references (please also note that you need at least two citations/references from recent academic journals, one book and a few other sources, including authentic online and Web sources).

Please find below some notes for this task.

- Note that assessment task 1 and assessment task 2 are connected.
- You need to study various secondary sources, including annual reports, trade journals, published research studies, company Website, reviews, company press releases and News, advertisements and the like to explore, identify, justify and explain the authentic marketing problem of the company of your preference. The research questions you develop for this company must reflect the problem you identify.
- You need to identify, justify and explain the problem with appropriate search process and relevant citations.
- Your PowerPoint presentation must be in 15 slides (max.), and your oral presentation must complete in 15 minutes (max.). Be professional and creative in your presentation.
- For distance/flex students: you have to prepare the PowerPoint Slides with voice-over and submit it via the unit Moodle site by week 4. There is a separate upload link for it.
- Metro-campus students: you have to present the PowerPoint Slides in class by week 5. Your campus lecturer will schedule this for you. You have to upload the presentation slide by week 4.
- The Turnitin matching rate must not exceed 20%.
- As per the policy, a late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.
- If you need to submit an assessment extension request, you can only apply through the unit Moodle site at least 24 hours before the deadline ends.
- Please consult your lecturer and tutor to develop this assessment task. The selection and presentation of resources from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed negatively.

Assessment Due Date

Week 4 Friday (3 Apr 2020) 5:00 pm AEST

Australian Eastern Standard Time (AEST)

Return Date to Students

Week 6 Friday (24 Apr 2020)

For distance/flex students: you will receive feedback from your coordinator. For metro-campus students: you will receive oral and one-on-one feedback from your campus lecturer.

Weighting

20%

Assessment Criteria

- Explanation (5 marks)
- Identification (5 marks)
- Justification (5 marks)
- Presentation (5 marks)

Referencing Style

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

Submission

Online

Submission Instructions

One file only (.ppt, or .pptx)

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 Marketing research proposal

Assessment Type

Written Assessment

Task Description

Following your assessment task 1, you are now required to prepare a marketing research proposal based on the identified problem and research questions for the company you selected in task 1.

The marketing research proposal should ideally address the following aspects.

- Background: provide a few sub-headings and include a brief company background and a detailed explanation regarding the problem you have found in the company and explain why addressing this problem is worthy to the company. The background should also include two research questions and an overall summary of the proposal.
- Review of current studies: briefly discuss at least five (5) relevant journal articles, one book and a few authentic online/Web sources to explain and demonstrate how previous research and/or industry reports have addressed similar or related problems. Follow a structured review process. Finally, provide your critical reflection with supports from literature.
- Research methods: briefly provide a structured discussion regarding the data collection methods. For example, the qualitative research method should include sampling plan, data collection technique (e.g., interview or focus group etc.), data collection instrument (e.g., open-ended guiding questions), and data analysis techniques. The quantitative research method should include sampling plan, data collection technique (e.g., survey, etc.), data collection instrument (e.g., questionnaire), and data analysis techniques.
- Research timeline and budget: provide an activity-based research timeline and research budget. Your timeline must not exceed over three (3) months.

Please find below some notes for this task.

- The Turnitin matching rate must not exceed 20%.
- The total word limit for this assessment task is 3000 words (max.).
- As per the policy, a late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.
- If you need to submit an assessment extension request, you can only apply through the unit Moodle

site at least 24 hours before the deadline ends.

- Please consult your lecturer and tutor to develop this assessment task. The selection and presentation of resources from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed negatively.

Assessment Due Date

Week 8 Friday (8 May 2020) 5:00 pm AEST

Submissions must be authentic. Uploaded in MRKT19038 only. Conform to the assessment policy.

Return Date to Students

Week 10 Friday (22 May 2020)

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

Weighting

40%

Assessment Criteria

- Background (5 marks)
- Review of current studies (15 marks)
- Research methods (15 marks)
- Research timeline and budget (5 marks)

Referencing Style

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

Submission

Online

Submission Instructions

Only online submission in Word Format (.doc; .docx).

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 Case studies and reporting the qualitative and quantitative findings

Assessment Type

Written Assessment

Task Description

A market research company will provide you two cases in week 7: one is with interview data, and another is with survey data. Your tasks with both sets of data are to analyse and draw inferences separately.

Interview data:

- Prepare themes and sub-themes from the verbatim quotes.
- Define the identified themes with support from at least one relevant literature.
- Draw a diagram or concept map to explain how the themes (including its sub-themes) are connected.
- Prepare hypotheses based on the diagram or concept map.

Survey data:

- Prepare and explain demographic profiles.
- Prepare and explain descriptive statistics.
- Prepare and explain correlation analyses.

- Prepare and explain regression analyses.

Please find below some notes for this task.

- The Turnitin matching rate must not exceed 20%.
- The total word limit for this assessment task is 4000 words (max.).
- As per the policy, a late submission of an assessment task will attract a 5% deduction of available marks for each day after the due date.
- If you need to submit an assessment extension request, you can only apply through the unit Moodle site at least 24 hours before the deadline ends.
- Please consult your lecturer and tutor to develop this assessment task. The selection and presentation of resources from Google, Wikipedia, Social Media (e.g., Instagram, Facebook, LinkedIn etc.), NetMBA, MarketingTeacher, tutor2u, assessment hire and other third party sources will be assessed negatively.

Assessment Due Date

Week 12 Friday (5 June 2020) 5:00 pm AEST

Submission must be authentic work. Uploaded in MRKT19038. Conform to the university's assessment policy requirements.

Return Date to Students

Exam Week Friday (19 June 2020)

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

Weighting

40%

Assessment Criteria

- Interview data analysis (4 x 5 marks)
- Survey data analysis (4 x 5 marks)

Referencing Style

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

Submission

No submission method provided.

Submission Instructions

Submitted online in Word Format (.doc, docx).

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