



*MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.*

## OVERVIEW

|  |   |
|--|---|
| <b>Course Description</b>  | Marketing Research in Practice emphasises the critical role of research and high-quality information in business management decision making. In doing so, it takes an applied approach and highlights the development of skills needed to practise marketing research. Students will learn a number of techniques and analysis tools that are required for the marketing research field. These tools enable the identification, collection, analysis, and dissemination of information for the purpose of assisting management in making decisions related to marketing problems and opportunities.   |
| <b>Contact Hours</b>   | <b>Online:</b><br>Online workshops and discussion forums as per course requirement for the full trimester.  |
| <b>Unit Weighting</b>  | 10 units  |
| <b>Assumed Knowledge</b>   | Students are expected to have <b>good</b> insight into: <ol style="list-style-type: none"><li>1. Marketing Principles;</li><li>2. Foundational Marketing Analysis; <b>OR have completed:</b><br/><b>GSBS6002:</b> Foundations of Business Analysis; and<br/><b>GSBS6005:</b> Marketing Management and Planning</li></ol>  |
| <b>Workload</b>  | Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.   |
| <b>Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.</b> |   |
| <b>Student Consultation</b>  | A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.   |
| <b>Course Learning Outcomes</b>  | <b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Formulate marketing research problems and/or opportunities;</li><li>2. Formulate research design and methods for marketing research problems and/or opportunities;</li><li>3. Design data collection instruments for qualitative and quantitative research;</li><li>4. Use industry software and tools for the collection and analysis of marketing research data;</li><li>5. Execute basic and advanced statistical techniques for data analysis;</li><li>6. Interpret research findings to assist marketing decision making; and</li><li>7. Demonstrate report writing skills using appropriate business technology to communicate processes and outcomes of a marketing research project.</li></ol> |

# COURSE OUTLINE

# ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

|   | Assessment Name           | Due Date                    | Involvement | Weighting | Learning Outcomes |
|---|---------------------------|-----------------------------|-------------|-----------|-------------------|
| 1 | Practical Assignment 1    | Sunday, Week 4 by 11:59 pm  | Individual  | 30%       | 1, 2, 3           |
| 2 | Practical Assignment 2    | Sunday, Week 8 by 11:59 pm  | Individual  | 30%       | 2, 3, 4           |
| 3 | Marketing Research Report | Sunday, Week 12 by 11:59 pm | Individual  | 40%       | 4, 5, 6, 7        |

**Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.**

**Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.**

## Time referenced is time in Newcastle NSW

|                         |  |
|-------------------------|--|
| <b>Late Submissions</b> | The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late.<br><b>Note:</b> this applies equally to week and weekend days. |
|-------------------------|--|

### Assessment 1 – Practical Assignment 1

|                            |   |
|----------------------------|---|
| <b>Assessment Type</b>     | Practical Demonstration   |
| <b>Purpose</b>             | The purpose of this assessment is to equip students with the skills to formulate a marketing research problem, make research design decisions, and develop skills for designing tools required to collect <i>qualitative</i> marketing research data.   |
| <b>Description</b>         | In this assignment students will be asked to complete a task related to formulating a marketing research problem, choosing an appropriate qualitative research technique and designing qualitative data collection tools used in marketing research for the generation of information to aid understanding of marketing research problems and opportunities. Ethical considerations of the proposed research will also be considered. Full details and supporting information are supplied on the course CANVAS site. |
| <b>Weighting</b>           | 30%   |
| <b>Length</b>              | 2000 words (+10%)   |
| <b>Due Date</b>            | Sunday, Week 4 by 11:59 pm  |
| <b>Submission Method</b>   | Online – via Turnitin   |
| <b>Assessment Criteria</b> | See course CANVAS site for Marking Rubric   |
| <b>Return Method</b>       | Online  |
| <b>Feedback Provided</b>   | Online - Comments provided through Turnitin, and mark provided on Gradebook.  |

### Assessment 2 - Practical Assignment 2

|                            |   |
|----------------------------|---|
| <b>Assessment Type</b>     | Practical Demonstration   |
| <b>Purpose</b>             | The purpose of this assessment is to equip students with the skills to make research design decisions, develop skills for designing tools required to collect <i>quantitative</i> marketing research data, and specify a sampling plan for the collection of marketing research data.   |
| <b>Description</b>         | In this assignment students will be asked to complete a task related to choosing an appropriate quantitative research design, designing quantitative data collection tools, and specification of a sampling plan to collect data for the generation of information to aid in making marketing decisions. Ethical considerations of the proposed research will also be considered. Full details and supporting information are supplied on the course CANVAS site. |
| <b>Weighting</b>           | 30%   |
| <b>Length</b>              | 2000 words (+10%)   |
| <b>Due Date</b>            | Sunday, Week 8 by 11:59 pm  |
| <b>Submission Method</b>   | Online - via Turnitin   |
| <b>Assessment Criteria</b> | See course CANVAS site for Marking Rubric   |
| <b>Return Method</b>       | Online  |
| <b>Feedback Provided</b>   | Online - Comments provided through Turnitin, and mark provided on Gradebook.  |

## Assessment 3 - Marketing Research Report

|                            |  |
|----------------------------|--|
| <b>Assessment Type</b>     | Report   |
| <b>Purpose</b>             | The purpose of this assessment is to equip students with skills in producing a written report to document the findings of a marketing research project from a researcher perspective.  |
| <b>Description</b>         | In this assessment students will analyse data using industry standard software and present the findings suitable for communicating the results of the research for a client. Full details and supporting information are supplied on the course CANVAS site. |
| <b>Weighting</b>           | 40%  |
| <b>Length</b>              | 3000 words (+10%)  |
| <b>Due Date</b>            | Sunday, Week 12 by 11:59 pm  |
| <b>Submission Method</b>   | Online – via Turnitin  |
| <b>Assessment Criteria</b> | See course CANVAS site for Marking Rubric  |
| <b>Return Method</b>       | Online   |
| <b>Feedback Provided</b>   | Online - Comments provided through Turnitin, and mark provided on Gradebook.   |

## SYLLABUS

### Course Content

#### Topics in the course include but are not limited to the following:

1. The Marketing Research Process
2. Research Design
3. Measurement, Scaling and Questionnaire Design
4. Data Collection and Preparation
5. Hypothesis Testing
6. Univariate Analysis
7. Multivariate Analysis
8. Interpretation of Research Findings and Reporting of Conclusions

### Course Materials

#### Required Text:

Nunan, D., Birks, D. F., & Malhotra, N. K. *Marketing Research: Applied Insight eBook*, 6<sup>th</sup> Edition, (2020), Pearson Education Ltd, Harlow, England; New York,

**ISBN:** 9781292308760

#### OR

Nunan, D., Birks, D. F., & Malhotra, N. K. *Marketing Research: Applied Insight*, 6<sup>th</sup> Edition, (2020), Pearson Education Ltd, Harlow, England; New York,

**ISBN:** 9781292308722

#### AND

IBM SPSS Statistics Software (Grad Pack STANDARD – not BASE)

# SCHEDULE

| Week | Topic  | Workshop Activities  |
|------|--|--|
| 1    | Introduction to Marketing Research, Problem Definition, Developing an Approach, and Research Design  | Define a Marketing Decision Problem, Marketing Research Problem and Develop a Research Approach.   |
| 2    | Exploratory Research Design: Secondary Data, Qualitative Research, Analysis of Qualitative Data, and Ethical Considerations for Qualitative Research | Source Secondary Data. Write a Focus Group Moderator's Guide or Interview Guide and Analyse Qualitative Data.  |
| 3    | Descriptive Research Design: Survey and Quantitative Observation Techniques  | Choose and Justify appropriate Survey Techniques for a given scenario. Make decisions regarding the characteristics of an Observation study.   |
| 4    | Causal Research Design: Experimentation  | Design Experiments<br><br><b>Assessment 1 due:</b> Sunday of week 4 by 11:59 pm  |
| 5    | Measurement and Scaling, Multi Item Scales, Scale Evaluation, and Reliability  | Design scales to measure Attitudes and Behaviour. Source Multi-item Scales from Literature and Evaluate Scales using Reliability Analysis in SPSS.   |
| 6    | Questionnaire Design, Sampling, Fieldwork, and Ethical Considerations for Quantitative Research  | Design a Questionnaire and make Sampling and Fieldwork decisions.  |
| 7    | Data Integrity, Frequency Distributions and Cross tabulation   | Perform Questionnaire Checking and Editing, Coding, Data Cleaning, Data Re-specification, Frequency Analysis, and Cross tabulation in SPSS.  |
| 8    | Quantitative Analysis 1: Tests for Differences   | Perform Parametric tests for One Sample, Two Independent Samples and Paired Samples in SPSS for the examination of differences.<br><br><b>Assessment 2 due:</b> Sunday of week 8 by 11:59 pm |
| 9    | Quantitative Analysis 2: Analysis of Variance  | Perform One-Way ANOVA and n-way ANOVA in SPSS to test Experimental Data or differences among two or more populations.  |
| 10   | Quantitative Analysis 3: Correlation and Regression  | Perform Correlation and Regression Analysis in SPSS for the examination of associations and explaining variation.  |
| 11   | Quantitative Analysis 4: Multidimensional Scaling  | Perform Multidimensional Scaling (MDS) in SPSS to represent perceptions and preferences of consumers.  |
| 12   | Communicating Marketing Research Findings  | Create graphs, tables, and infographics for presenting results to clients.<br><br><b>Assessment 3 due:</b> Sunday of week 12 by 11:59 pm   |

**If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.**

# CONTACTS

**School Office** **Newcastle Business School – Callaghan, Newcastle City & Online**  
 NU Space  
 409 Hunter Street  
 Newcastle  
[nbs.enquiries@newcastle.edu.au](mailto:nbs.enquiries@newcastle.edu.au)  
 +61 2 4921 5511

# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

| Range of Marks | Grade                 | Description  |
|----------------|-----------------------|--|
| 85-100         | High Distinction (HD) | Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.          |
| 75-84          | Distinction (D)       | Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.  |
| 65-74          | Credit (C)            | Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.            |
| 50-64          | Pass (P)              | Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes. |
| 0-49           | Fail (FF)             | Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.  |

\*Skills are those identified for the purposes of assessment task(s).

## Communication Methods

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

## Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

## Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

## Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

**Adverse  
Circumstances**

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy  
Information**

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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