



*MISSION: Our mission is to advance responsible and impactful business knowledge. To achieve our mission, we develop life ready graduates and build global and local partnerships through ethical and innovative practices.*

## OVERVIEW

**Course Description** Solving business problems and identifying market opportunities involves the employment of varied research techniques. Focusing upon their role, you will apply marketing concepts and theory to market research design; define techniques and methods of research used in the marketing process; develop skills in basic analysis of both qualitative and quantitative data, including the use of computer based statistical analytical packages, and the methods by which the data can be turned into useful information. Engaging in both independent and group research enriches problem solving and decision-making attributes valued within marketing environments.

**Contact Hours** **Integrated Learning Session**  
Face to Face On Campus  
Two (2) hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional six (6) hours of independent study per week.

**Unit Weighting** 10  
**Assumed Knowledge** MKTG2100 Principles of Marketing or MKTG1001 Foundations of Marketing

**Workload** Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10-unit course.

**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.**

**Course Learning Outcomes** **On successful completion of this course, students will be able to:**

1. Demonstrate an integrative understanding of both the context and environment in which marketing research takes place.
2. Apply marketing research principles and concepts inclusive of ethical practices.
3. Access and select a range of both qualitative and quantitative data collection techniques.
4. Demonstrate an extended knowledge of secondary and syndicated data sources.
5. Design a research project including a sampling plan and a survey instrument.
6. Summarise and present data graphically and in a written report.
7. Critically evaluate marketing research.
8. Engage independently and collaboratively to plan, implement, and analyse research, which informs marketing decision making and problem solving.

# COURSE OUTLINE

# ASSESSMENT DETAILS

This course has 4 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Workshop Activities and Course Participation	Weekly (Weeks 1-13)	Individual	20%	1, 2, 4, 7
2	Questionnaire Design and Sampling Plan	Friday of Week 7 by 11:59 pm SGT	Individual	20%	1, 2, 3, 4, 5, 7, 8
3	Marketing Research Presentation Deck and Technical Appendices	Friday of Week 13 by 11:59 pm SGT	Group	30%	1, 2, 4, 6, 7, 8
4	Final Exam	Examination Period	Individual	30%	1, 2, 3, 4, 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.**

<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. <b>Note:</b> this applies equally to week and weekend days.
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## Assessment 1 – Workshop Activities and Course Participation

<b>Assessment Type</b>	Learning Activities and Participation
<b>Purpose</b>	The purpose of this assessment is to provide feedback on the student's level of class preparation, engagement in class discussions, and commitment to workshop activities. It aims to encourage students to engage with the online course material before class, actively participate in workshops, and complete workshop activities during class, thus enhancing their overall learning experience and performance in the course.
<b>Description</b>	As part of the blended delivery of this course, students will be required to undertake independent learning each week before attending the weekly workshop. Completion of the online learning material in preparation for class, participation, and completion of workshop activities will be tracked and recorded weekly for each student. The final mark for this assessment will comprise of a combination of assessing student's preparation, participation in classroom discussion, and attempt of the workshop activities. <b>Class attendance alone will not suffice.</b>
<b>Weighting</b>	20%
<b>Length</b>	N/A
<b>Due Date</b>	Preparation to be completed before each week's workshop. Participation and completion of workshop activities assessed weekly during class time.
<b>Submission Method</b>	N/A. CANVAS reporting will be used to gauge student preparation including access to online modules and WTF videos, time spent watching material etc. It will be the student's responsibility to ensure that completion of workshop activities at the conclusion of each week is recorded by the lecturer.
<b>Assessment Criteria</b>	Workshop activities and course participation will be marked on the criteria provided in the description above. A full marking rubric is provided on the course CANVAS site.
<b>Return Method</b>	N/A
<b>Feedback Provided</b>	Tracking updates will be made available for students in Week 4 and Week 10.

## Assessment 2 – Questionnaire Design and Sampling Plan

<b>Assessment Type</b>	Practical Demonstration and Written Assignment
<b>Purpose</b>	The purpose of this assessment is to evaluate students' ability to design a questionnaire, develop a sampling plan, and consider ethical considerations in the context of a given research scenario. The assessment aims to assess students' knowledge, skills, and critical thinking abilities related to these key components of research design. By completing this assessment, students will demonstrate their competency in research design, critical thinking, and ethical decision-making, which are crucial for conducting valid and ethical research in various academic and professional settings.
<b>Description</b>	<p>The assessment will involve the following tasks:</p> <p><b>Designing a Questionnaire:</b> Students will be required to design a comprehensive questionnaire that effectively addresses a specific marketing research problem and research questions. They should demonstrate their understanding of different types of questions (open-ended, closed-ended, Likert scale, etc.) and their appropriate usage. Students should consider the clarity, relevance, question order, and appropriateness of the questions in gathering the desired data. Students will need to demonstrate their ability to source developed scales from academic literature and format their questionnaire using the online survey tool, QuestionPro.</p> <p><b>Developing a Sampling Plan:</b> Students will be expected to develop a sampling plan for their research study. They should consider the target population, sample size determination, sampling methods (random, stratified, convenience, etc.), and rationale for their chosen approach. Students should demonstrate their understanding of the strengths and limitations associated with different sampling techniques.</p> <p><b>Ethical Considerations in Research:</b> Students will need to identify and discuss potential ethical considerations relevant to their research study. They should demonstrate an understanding of ethical principles and guidelines governing research, such as informed consent, privacy, confidentiality, and protection of participants' rights. Students should propose strategies to address and mitigate ethical concerns in their research design.</p>
<b>Weighting</b>	20%
<b>Length</b>	2000 words (+/- 10%)
<b>Due Date</b>	Friday of Week 7, by 11:59 pm SGT
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	The report will be marked on the criteria provided in the description above. A full marking rubric is provided on the course CANVAS site.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - Within fifteen (15) working days of submission.

## Assessment 3 – Marketing Research Presentation Deck and Technical

### Appendices

<b>Assessment Type</b>	Visual Presentation and Report
<b>Purpose</b>	The objective of this assessment is to provide students with an opportunity to work collaboratively in groups and compile a marketing research report for a client. The assessment requires students to analyse the collected data, derive insights, and visually communicate the main findings through a slide/presentation deck format, supported by technical appendices.
<b>Description</b>	Students will be provided with a client background (e.g., a company, organization, or brand) in a specific industry or market, as well as data that has been collected to address a particular marketing research problem for that client. Students will be required to perform data analysis, including data preparation and appropriate statistical techniques to derive meaningful insights and identify significant patterns, trends, and relationships that are relevant to the client's marketing research objectives. Each group will need to submit a slide/presentation deck that summarises the key findings derived from the data analysis, emphasizing insights that address the client's research objectives. Findings will need to be presented in a visually appealing manner using

charts, graphs, infographics, and other data visualization techniques. The slide/presentation deck will be supported by a technical appendix with relevant data points and statistics. Each group will provide actionable recommendations, based on the findings, to assist the client in making informed marketing decisions.

**Slide/Presentation Deck:** The slide/presentation deck must communicate the main findings and recommendations effectively, structure the presentation logically, ensure each slide conveys a clear message and uses appropriate visuals to support the content, and uses a professional and visually appealing design that aligns with the client's branding. Close attention should be given to clarity, readability, and conciseness of the information presented on each slide.

**Group Collaboration:** Students will form groups of four (4) students to work with collaboratively on the assessment. Each group should assign specific roles and responsibilities within the group (e.g., project manager, data analyst, content writer, designer) to ensure effective teamwork. Individual contributions and peer feedback on each group member's performance will be evaluated through completion of a peer review form by each group member.

**Submission:** Students will submit the final slide/presentation deck in a format compatible with presentation software (e.g., PowerPoint, Google Slides) and include a cover slide with the client's name, project title, group members' names, and the date of submission. The technical appendix should be completed in word and submitted as a separate file with matching cover slide information presented on the first page. Full details are provided on the course CANVAS site.

<b>Weighting</b>	30%
<b>Length</b>	3000 words (+/- 10%)
<b>Due Date</b>	Friday of Week 13 by 11:59 pm SGT
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	The report will be marked on the criteria provided in the description above. A full marking rubric is provided on the course CANVAS site.
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Online - Within fifteen (15) working days of submission.

## Assessment 4 - Final Examination

<b>Assessment Type</b>	Formal Examination
<b>Purpose</b>	The exam will test your knowledge of the material covered in the course.
<b>Description</b>	The exam will consist of short answer questions. This course has a <b>RESTRICTED OPEN BOOK</b> examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.
<b>Weighting</b>	30%
<b>Length</b>	120 minutes
<b>Due Date</b>	Formal Exam Period
<b>Submission Method</b>	Formal Exam
<b>Assessment Criteria</b>	Relevance of answer.
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period <b>cannot</b> be considered.

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# SYLLABUS

## Course Content

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

1. Planning a Research Project
2. Problem definition
3. Research Designs
4. Measurement Issues
5. Questionnaire design
6. Field Research
7. Sampling Design & Procedures
8. Data Analysis
9. Communicating the Research Project

## Course Materials

### Required Text:

Hair, J. F., Ortinau, D. J., & Harrison, D.E. (2024). *Essentials of Marketing Research*. 6th Edition. McGraw-Hill Education.

**ISBN10:** 1265217181 | **ISBN13:** 9781265217181

# SCHEDULE

Week	Topic	Class Preparation	Assessments Due
1	Introduction to Marketing Research: The Marketing Research Process, Problem Definition, Research Proposal, and Ethics	Week 1 WTF Videos Text chapters 1 and 2	
2	Secondary Data and Qualitative Research Techniques	Week 2 WTF Videos Text chapters 3 and 4	
3	Descriptive and Causal Research (Experimental Design)	Week 3 WTF Videos Text chapter 5	
4	Measurement, Scaling, and Sourcing Constructs from Literature	Week 4 WTF Videos Text chapter 7	<b>Tracking Update for Assessment 1:</b> Workshop Activities and Course Participation
5	Questionnaire Design	Week 5 WTF Videos Text chapter 8	
6	Sampling and Sample Plans	Week 6 WTF Videos Text chapter 6	
7	Quantitative Data Preparation and Respecifying Variables	Week 7 WTF Videos Text chapter 10	<b>Assessment 2 due:</b> Questionnaire Design and Sampling Plan - Friday of Week 7 by 11:59 pm SGT
8	Quantitative Analysis 1: Basic Data Analysis and Hypothesis Testing	Week 8 WTF Videos Text chapter 11 (pp, 298-308)	
9	Quantitative Analysis 2: Analysing Relationships (Correlation and Chi-Square)	Week 9 WTF Videos Text chapter 11 (pp. 314-320) and Text chapter 12 (pp. 346-351)	
10	Quantitative Analysis 3: Comparing Means I (Independent Samples and Paired Samples)	Week 10 WTF Videos Text chapter 11 (pp. 320-323)	<b>Tracking Update for Assessment 1:</b> Workshop Activities and Course Participation
11	Quantitative Analysis 4: Comparing Means II (ANOVA)	Week 11 WTF Videos Text chapter 11 (pp. 323-327)	
12	Communicating Research Findings	Week 12 WTF Videos Text chapter 13	
13	Exam Review	Review workshop material and prepare questions about the exam or course content to bring to your workshop.	<b>Assessment 3 due:</b> Marketing Research Presentation Deck and Technical Appendices - Friday of Week 13 by 11:59 pm SGT

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 Offices

### Newcastle Business School – Callaghan, Newcastle City & Online

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409 Hunter Street  
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### Newcastle Business School - Sydney

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### PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:  
<http://www.psb-academy.edu.sg/enq>  
+65 6390 9000

### Newcastle Australia Institute of Higher Education Pte Ltd

100 Victoria Street #13-01/02  
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+65 6221 3306

# 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).

<b>Communication Methods</b>	Communication methods used in this course include: <ul style="list-style-type: none"> <li>- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.</li> <li>- Email: Students will receive communications via their student email account.</li> <li>- Face to Face: Communication will be provided via face to face meetings or supervision.</li> </ul>
<b>Course Evaluation</b>	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.
<b>Oral Interviews (Vivas)</b>	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 <a href="#">Oral Examination (viva) Procedure</a> . 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 <a href="#">Student Conduct Rule</a> .
<b>Academic Misconduct</b>	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 <a href="https://policies.newcastle.edu.au/document/view-current.php?id=35">https://policies.newcastle.edu.au/document/view-current.php?id=35</a> .
<b>Adverse Circumstances</b>	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: <ol style="list-style-type: none"> <li>1. the assessment item is a major assessment item; or</li> <li>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;</li> <li>3. you are requesting a change of placement; or</li> <li>4. the course has a compulsory attendance requirement.</li> </ol> Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at: <a href="https://policies.newcastle.edu.au/document/view-current.php?id=236">https://policies.newcastle.edu.au/document/view-current.php?id=236</a>
<b>Important Policy Information</b>	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 <a href="https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures">https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures</a> 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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