MARK2052
Marketing Research
Course Outline

Dr Tania Bucic

Session 1, 2005
Subject Description

Successful management of the marketing process requires effective marketing research. Marketing research is much more than asking consumers some questions and crunching numbers. Marketing research is a dynamic process linking consumers to marketers through information. This subject provides students an introduction to the field of market research. Throughout the course, the emphasis is on research for marketing managers and the role research plays in management decision.

This is a “hands on” course. Students undertake a group research project to gain a thorough understanding of the research process. The project requires each step in the research process – from problem definition, to research design, to data collection methods, to analysis of data, to the interpretation and reporting of results – to be fully explored. This is a demanding project that will take the entire semester to complete. By the time the project is completed, students will have mastered an array of valuable skills.

LEARNING OBJECTIVES

- To introduce students to the scope and function of marketing research
- To develop an informed analytic approach to the study of customers and markets
- To gain experience in project management
- To undertake team work and to enhance collaboration skills
- To understand the steps involved in a conducting a marketing research project
- To attain skills related to:
  - the process of problem identification
  - diagnosing, measuring and exploring marketing problems
  - primary and secondary data collection
  - constructing quantitative measurement instruments
  - verbal and written communication

Staff Details

Lecturer: Tania Bucic
Room: JG 310
Phone: 9385 3315
e-mail: t.bucic@unsw.edu.au
Consultation: Mondays 4-5pm

Tutors: Gary Buttriss
Room: JG 304
Phone: 9385 1284
e-mail: g.buttriss@unsw.edu.au
Consultation: ___________________

Cathy Xu
Room: ___________________
Phone: ___________________
e-mail: ___________________
Consultation: ___________________

Casual tutor
Room: ___________________
Phone: ___________________
e-mail: ___________________
Consultation: ___________________
ASSESSMENT STRUCTURE

For this subject, there will be individual assessment AND group-based assessment. Individual assessment consists of (a) tutorial component, and (b) final exam. The Group assessment consists of a research report, comprising 4 parts. All details are provided below.

NOTE:
* To pass this course – you must obtain at least 20/40 for the individual component BEFORE your group marks will count.

**Individual assessment**

(a) Tutorial component

Tutorials are of 1.5 hours duration commencing in week 2. The tutorial program consists of a discussion of various research issues in the form of case analyses and other exercises designed to give students a better understanding of practical issues involved in market research. Refer to Tutorial Program handout for weekly details (to be handed out during tutorials in week2). Your tutorial mark will be based on attendance, participation in tutorial exercises/activities and regular and worthwhile contributions to class discussion. The academic team works closely while teaching this subject and as such, there will be consistency in marking across tutorials.

**weighting: 15%**

_Tutorials give an opportunity to:_
- explore the basic marketing research concepts presented in lectures
- apply these concepts to particular situations
- discuss the limitations of various techniques and how this impacts on the use of market research findings
- obtain, select and organise marketing research information
- express yourself clearly and persuasively
- make an independent assessment of a situation and justify your position
- work in a co-operative manner with other class members

To successfully complete this subject, you must attend 80% of tutorials. Students must attend the tutorial in which they are enrolled.

(b) Final Exam

The final exam will consist of multiple choice questions (exact number to be advised). This will be an online test that will be made available for you to complete after your report is handed in. The exact timing of this assessment will be advised in lectures, towards the end of semester. You will NOT have a written exam for this subject. Your involvement in the project will ensure that you will have been examined adequately in written form. Therefore, we will use this multiple choice exam to test those aspects of the subject that are not heavily emphasised in the project. The exam will be individual, via WebCT. It will be timed and randomized for each student.

**weighting: 25%**
Group assessment

Groups will consist of 5 people – within the SAME tutorial. This will be a research project for a “real life” company, for whom you will investigate a broad management / marketing problem. Your project consists of three parts (listed below). You will be awarded grades [Fail, P, C, D, HD] for these assessments and then at the conclusion of the session, you will be told your [number] mark, which will be out of 60. A project brief will be provided by the client in lectures – (exact lecture TBA) – you must attend this lecture.

weighting: 60%

<table>
<thead>
<tr>
<th>Part 1: Proposal</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part 2: Report</td>
<td>30%</td>
</tr>
<tr>
<td>Part 3: Final presentation</td>
<td>10% (in tutorial time)</td>
</tr>
</tbody>
</table>

IMPORTANT GROUP ASSESSMENT DATES:

**WEEK**

**Part 1: Proposal (20%)**

This report focus is on problem definition and secondary research. Contents:

- the problem discovery stage – background to set the project in context
- secondary research - information to help define the problem (literature review)
- your problem/opportunity statement/definition and research questions
- a comprehensive list of databases and other sources used (use library-based sources – ie relevant academic journals/publications, NOT just Google)
- timeline for the completion of the project (plan all aspects inc. editing)
- a mind map/table illustrating your thought process for planning the search and subsequent execution of project stages

The report should be no more than 7 A4 pages, using 12pt Times New Roman font, 1.5 spacing. From this report you will be told whether your stated problem is clear and well defined and whether your research to date appears relevant and comprehensive. You will be given a grade, not a mark. You will then be ready for the next stage of your assignment.

**WEEK**

**Part 2: Report (30%)**

This report should be detailed and should cover all the work that you have done for this project during the semester. You will need to include PART 1 again as this will be the first part of your qualitative report. You will be expected to have rewritten PART 1 in accordance with the feedback that you received from your tutor before you include it in this report. The remaining stages (post PART2) for this assessment will include:

- Methodology. This includes details of fieldwork (what approaches do you plan to use? How will you implement this? Etc. give all details.
- Report findings of fieldwork – summaries, explanations, analyses, of interviews, focus groups, observations, etc.
- Pilot survey (you must include the pilot survey and provide an explanation of how you tested this and the refinements that were made).
- Actual survey (this is the final survey – after pilot testing that you will use for the quantitative phase of this project).
- limitations and recommendations

The report should be no more than 15 A4 pages, 12pt, Times New Roman font and 1.5 spacing. You will be given a grade, not a mark. (15 pages includes PART2. Anything over 15 pages will NOT be marked. You may include an excerpt of “most important” or sample parts of your surveys in the body of the report and the full surveys in an appendix. NOTE: if you would like an appendix to be read thoroughly, you must indicate this via reference through the body text).
WEEK  Part 3: Final presentation (10%)

This presentation is to be done by each group within tutorial time. Your tutor will allocate the order of presentations. You will be required to present the main parts of your project – that you feel highlight your findings best. It is advisable to include some discussion on the methodology section, the sampling plan, the fieldwork including pilot testing and why you included selected constructs for your actual survey. You may include other information as you feel is relevant. Each presentation is to be for no longer than 10 minutes.

Peer assessment: Towards the end of session, you will be given the option of completing Peer Evaluations for your team members. If there is a consistent unequal contributor in your group, this will be your chance to submit your concerns in writing. Please note that if this issue arises, it is your responsibility to raise the matter initially (and well before the end of session) within your group, then with your Tutor and finally, with the Coordinator if the matter cannot be solved at the tutorial level. If there is sufficient evidence of a lack of contribution/performance within the team, individual project marks may be altered.

NOTE:

PRESENTATIONS NOT COMPLETED ON DUE DATE WILL NOT BE HEARD AT ANY OTHER TIME. ie YOU WILL MISS YOUR CHANCE TO PRESENT AND WILL RECEIVE A ZERO SCORE FOR THAT SECTION.

PROJECTS RECEIVED AFTER THE DUE DATE AND TIME WILL BE SUBJECT TO A LATE PENALTY OF 10% PER DAY OR PART DAY. COMPUTER PROBLEMS, WORK COMMITMENTS, ETC. ARE NO EXCUSE FOR LATENESS.

WebCt

WebCt facilities will be used throughout this course. Only students officially enrolled in this course can gain access to these facilities through the site: http://www.webct.unsw.edu.au

A handout will be given outlining access and usage issues of WebCt. This site will be used in a number of ways:

- Distribution of lecture notes
- Announcements and messages regarding the course
- Exercises for assessment
- Bulletin board: vehicle to obtain feedback/clarification on issues. All students are strongly encouraged to contribute to any issues raised on this site
- Links to useful sites

It is your responsibility to ensure that you access WebCt on a regular basis and keep up to date with announcements and information posted online. Any information posted online by the academic staff involved in this subject will become binding as of posting time and date.

Expectations

Students in this course are expected to:

- Do required reading before lecture
- Participate in class discussions/exercises/activities
- Hand all work in on time and present it according to directions
- Contribute equally to all team work
- Attend at least 80% of classes. Falling below this level will greatly inhibit your learning from this subject.
- Contribute to any discussion on the WebCt Bulletin board.
- Keep up to date with announcements made in lectures, tutorials and on WebCt.
Written Work
A handout “School of Marketing Guide to Presentation of Assignments” sets out guidelines for essays and assignments as required by the School of Marketing. Please ensure you employ these standards to your work. Pay particular attention to the sections dealing with plagiarism and the correct referencing of items. Copies are available on WebCT if you do not have one from a previous course.

Support Facilities
Additional learning and language support is available from the Educational Development Unit (EDU) in the Faculty. The EDU provides individual and small group consultations, academic skills workshops, discipline-specific support workshops and a range of study skills resource materials and handouts. Students requiring advice and assistance with assignment writing, academic reading and note-taking, oral presentation, study skills or other learning needs are advised to drop in or contact the learning advisers in the Unit which is located in:

Room 3054, Level 3, Quadrangle Building.

Contact details of the learning advisers are as follows:

Colina Mason  
Tel: 9385 6163  
Email: cm.mason@unsw.edu.au

Carolyn Cousins  
Tel: 9385 6087  
Email: c.cousins@unsw.edu.au

The service is free and available only to students in this Faculty. Students are encouraged to take full advantage of this extra support.

Text and References

The course textbook is:


There are a number of additional sources of information available. It is often useful to read a range of materials – books, journal articles, trade/professional magazines – in order to keep informed of current issues in marketing research. The list below is only a sample of the research sources that currently exist. Not all of the sources are held at the UNSW library.

Other useful textbooks include:


Specialist Books:

Journals:
*Australasian Journal of Market Research*
*Journal of Marketing*
*Journal of Marketing Research*
*Journal of the Market Research Society*
*Journal of Targeting, Measurement and Analysis for Marketing*
*Marketing Science*

Trade/Professional Magazines
*Admap*
*AdNews*
*AdReview*
*B&T Weekly*
*Campaign Brief*
Creative
Encore
Marketing
Market Leader
Marketing News
Professional Marketing

Organisations
ADD+IMPACT (http://www.roper.com/starch/addimpact)
American Marketing Association (http://www.ama.org)
Australian Direct Marketing Association (http://www.adma.com.au)
Australian Marketing Institute (http://www.ami.org.au)
Aztec Information System (http://www.aztec.com.au)
Commercial Economic Advisory Service of Australia (http://www.geko.net.au/~ceasa)
CM Research Group (http://www.nfor.com/cmresearch)
European Society for Opinion and Marketing Research (http://www.esomar.nl)
Global Market Information Database (http://212.240.205.5)
Millward Brown International Australia (http://www.millwardbrown.com/htmlfiles/austral.htm)
Newspoll (http://www.newspoll.com.au)
Sutherland Smith Ringham (http://www.ssrsydney.com)
Taylor Nelson Sofres Asia-Pacific (http://www.sofresfsa.com)
The Leading Edge Marketing Research Consultants (http://www.the-leading-edge.com.au)
World Advertising Research Centre (http://www.WARC.com)

Databases (available through the UNSW Library website; Siruis Resources)
Factiva.com
Proquest
ABI Inform
Australian Bureau of Statistics
Business Source Premier
### Lecture Outline

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic</th>
<th>Chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>28 Feb</td>
<td>Introduction to marketing research</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>7 March</td>
<td>Research process; problem definition &amp; objectives</td>
<td>2 &amp; 3</td>
</tr>
<tr>
<td>3</td>
<td>14 March</td>
<td>Research design and the proposal</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>21 March</td>
<td>Secondary data methods</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>28 March</td>
<td>EASTER BREAK – 1 WEEK</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>4 April</td>
<td>Qualitative research methods &amp; fieldwork</td>
<td>6 &amp; 11</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(proposal due this week: in your tutorial)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>11 April</td>
<td>Questionnaires, measurement and scaling</td>
<td>7 &amp; 8</td>
</tr>
<tr>
<td>8</td>
<td>18 April</td>
<td>Primary research: causal research</td>
<td>9</td>
</tr>
<tr>
<td>9</td>
<td>25 April</td>
<td>PUBLIC HOLIDAY – NO LECTURES</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>2 May</td>
<td>Sampling: design, procedures and considerations</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>9 May</td>
<td>Data preparation</td>
<td>12</td>
</tr>
<tr>
<td>12</td>
<td>16 May</td>
<td>Communication and presentation of results</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(final report presentations to be done this week – in tutorials)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(final report due this week – in tutorials)</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>23 May</td>
<td>NO LECTURE (personal revision time)</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>30 May</td>
<td>NO LECTURE (personal revision time)</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>6 June</td>
<td>(final exam this week - online)</td>
<td></td>
</tr>
</tbody>
</table>

**Tutorial Outlines will be administered in TUTORIALS in week 2. Please attend the tutorial that you are enrolled in ONLY! If you are not on the class roll, you will not be permitted to stay. We have strict limitations on how many students we can have in a class. If you think you’re enrolled in a tutorial where your name is not listed, please bring evidence – in the form of a TAS printout – or see the coordinator to double check.**