Undergraduate Unit of Study Outline

Discipline of Marketing

MKTG1002
Marketing Research 1

Semester 2, 2005
<table>
<thead>
<tr>
<th>Learning Goals</th>
<th>Graduate Attributes</th>
<th>Assessment</th>
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<tr>
<td>Identify, define and analyse problems and recommend innovative solutions</td>
<td><strong>Research and Inquiry:</strong> Graduates of the Faculty of Economics and Business will be able to create new knowledge and understanding through the process of research and inquiry.</td>
<td>Group Project</td>
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<td>Apply research principles and methods for gathering and analysing data/information relevant to major fields of study.</td>
<td><strong>Information Literacy:</strong> Graduates of the Faculty of Economics and Business will be able to use information effectively in a range of contexts.</td>
<td>Group Project</td>
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<td>Manage, analyse, evaluate and use information efficiently and effectively.</td>
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<td>Demonstrate a willingness to meet new challenges and deadlines</td>
<td><strong>Personal and Intellectual Autonomy:</strong> Graduates of the Faculty of Economics and Business will be able to work independently and sustainable, in a way that is informed by openness, curiosity and a desire to meet new challenges.</td>
<td>Group Project</td>
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<td>Demonstrate a capacity to work independently including the ability to plan and achieve goals.</td>
<td><strong>Ethical, Social and Professional Understanding:</strong> Graduates of the Faculty of Economics and Business will hold personal values and beliefs consistent with their role as responsible members of local, national, international and professional communities.</td>
<td>Group Project</td>
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<td>Confidently and coherently communicate, orally and in writing, to a professional standard in major fields of study</td>
<td><strong>Communication:</strong> Graduates of the Faculty of Economics and Business will recognise and value communication as a tool for negotiating and creating new understanding, interacting with others, and furthering their own learning</td>
<td>Group Project</td>
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Excerpt of information about the Group Project

Group Project
Students will work in groups of 3 or 4 (based on tutorial groups) to plan, execute and report on an exploratory market research project. Students have a choice of topics for these projects;
- Launch of a new personal service (for example accountant, personal coach, acupuncturist etc) or,
- Refurbishment of an entertainment establishment (for example Manning bar, the Metro or Lansdowne hotel).

Students can approach a company (ideally where they have contacts/work experience) and conduct this project around a “live” problem. Students are required to complete group establishment and peer assessment forms. Failure to hand in a peer assessment form will mean the results for the project cannot be released. Further details will be provided in a separate handout, “MKTG1002 Assessment document”, which will be made available via Blackboard.

Individual Critique on Group Report
Students must choose one section of the group report, for example the proposal or methodology, and re-evaluate it according to your knowledge and understanding of the relevant theory. A 1500 word report supported by wider reading and fully referenced should then be submitted.

3) Group Project

Introduction
Students will work in groups of 3 or 4 (based on tutorial groups) to plan, execute and report on an exploratory market research project. Students have a choice of topics for these projects, either a new personal service (for example accountant, personal coach, acupuncturist etc) or a proposed refurbishment of a entertainment establishment (for example Manning bar, the Metro or Lansdowne hotel).

Students will have to consider what the likely decisions that managers/owners/operators are faced with when they plan to launch a new service or refurbish an existing business. From this you must decide what information you will need in order to help them make these decisions.

For example, students may find a pub company who want to change one of their current businesses as the décor is now old, tired and in need of updating. However before they do this they would want to establish what their current and potential customers want in a pub/bar at that particular location.

The student group would then go through the market research process including developing a discussion guide, setting up interviews and discussing these issues with their target audience. They must then complete a final report on the research.

To help them complete this task and for the tutors to check that groups are on the right track you must hand in a Proposal during week 4. This is not assessed individually but will form part of the final report.
Report format

1. Title Page
2. Table of Contents
3. Executive Summary & Main Findings and Recommendations
4. Introduction:
5. Background/Objectives
6. Methodology (including limitations)
7. Findings
8. Conclusions & Recommendations
9. Appendices
   a. Should contain evidence of each part of the marketing research process, i.e. Proposal, Discussion guide, Transcripts and Data Analysis

Administration:
• Students can approach a company (ideally where they have contacts/work experience) and conduct this project around a “live” problem. This is not obligatory but will help the project
  o Students should think creatively regarding the companies they approach. Qualitative research is applicable to the local coffee shop as it is to multinational organisations.
• Length: 3000 wds excluding appendices
• Students are required to complete group establishment and peer assessment forms.
• Failure to hand in a peer assessment form will mean the results for the project cannot be released.

4) Individual Critique of group report
• The individual critique based on the group report allows students the opportunity to demonstrate their own knowledge of important issues within marketing research.
• You must choose one section of the group report, for example the proposal or methodology, and to re-evaluate it according to your knowledge and understanding of the relevant theory.
• You are expected to do additional reading as guided by your text book (and journal articles) to critique the section and suggest improvements. Part of your critique will be to detail where you have correctly applied theory in the original section.
• The critique should be in report format and be fully referenced using the Harvard style
  o It is crucial that you know how to reference in an academic style. Students should refer to library sources if they are not sure how to cite in text and prepare a reference list/bibliography.
• 1500 words, excluding appendices.

Example:
• A good way of structuring this assignment would be to write notes on specific parts of the section you have chosen.
For example, if I was to critique the proposal I used to illustrate the “Proposal” Lecture, might write:

“Methodology
Critique (refer to appendix p2)
The methodology chosen was one of convenience rather than one which maximised the quality of the information. All the discussion should have been conducted face to face (Webb, 1999) to ensure that observational data and full probing could have been conducted (Malhotra, 2001)…”

Then in the appendix you should provide the full document you are referring to. I.e.

“Appendix 1
Proposal
Methodology (This was used in the “Proposal” Lecture)
“The complex and sensitive nature of the research objectives indicate a qualitative approach to data collection. The methodology recommended for this research, is a combination of face-to-face depth interviews and tele-depths across a range of units levels and customer types.

The use of face-to-face and tele-depths will provide detailed in-depth information that will discover the fundamental ideas, perceptions, attitudes and processes surrounding Product x usage and the buying process. In addition to this, it will allow sufficient numbers of respondents to be interviewed to allow comparison and coverage across a range of important customer characteristics.

The tele-depths component is designed to ensure full coverage of the sample in a cost effective, quality driven manner. It also has the advantage of flexibility and is a particularly useful data collection method for busy hard to reach doctors.”
Peer Evaluation Form

Unit of study: _______________ Assignment: _______________ Group Number: _____

Please give a mark of 100 to the group member(s) who you believed made the greatest contribution to the group (other than yourself). Please rate the contribution of each other member of your group on a scale of 0 to 100, where 0 means they made no contribution and 50 means they made half the contribution of the group’s leading contributor. You are not required to rate your own contribution.

<table>
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<tr>
<th>Group members’ names</th>
<th>Contribution (out of 100)</th>
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Please provide explanations for ratings of 80 or less, and if appropriate, describe how you have attempted to encourage the group member to improve their performance (number according to the numbers next to the group members’ names above). These comments are reviewed if students appeal their peer evaluations, so it is important that your explanations are factual, legible and professional.

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This evaluation is a formal component of your assessment for group work.

Full Name: _____________________________ SID: ______
Signature: _____________________________ Date: ______
Group Establishment Form

Unit of study: _________ Assignment: _______ Group name: _________ Date: _______
Group topic/client (if applicable): ___________________________________________

Group members’ names                     SID  Email                     Phone number
1.                                      
2.                                      
3.                                      
4.                                      
5.                                      

Indicate one or more convenient meeting times, days and places for your group. You must indicate meeting times and places covering at least four hours per week (NB: it is not required that you meet this frequently, only that it is possible for all of your group members to be in the same time and place for a minimum of four hours per week).

<table>
<thead>
<tr>
<th>Meeting time</th>
<th>Day</th>
<th>Location</th>
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<tr>
<td>Start (e.g., 10AM)</td>
<td>End (e.g., 1PM)</td>
<td>(e.g., Level 5, Wentworth)</td>
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By signing below you are indicating that to the best of your knowledge:
1. This data is correct,
2. You have retained copies of your group members’ contact details, and
3. You have read and agreed to abide by the Marketing Discipline Student Policy and Marketing Discipline Group Work Policy documents.

1. 2. 3. 4. 5. 6. 7. 8.

Please note: Sign your name in the same order according to the details filled in as above.