

MARK2052 Marketing Research

Assessment Information

T3-2019

1. Quiz (5%)

- When:** During tutorial in Week 3.
- Scope:** Week 1 and Week 2 materials.
- Format:** Multiple-choice questions and short-answer questions.
Closed-book assessment.
- Duration:** 20 minutes.
- Submission:** Individual answer sheet during the tutorial.

2. Practicum I & Practicum II (40%)

Practicum I (20%)

Due date: 17:00, Friday, 11 October 2019

Word limit: Maximum 500 words (All included except UNSW assignment cover sheet, references and appendices)

Submission: Individual submission to Turnitin via Moodle

Task:

Coles (<http://www.coles.com.au>), a large Australia supermarket chain, is continually looking at ways to reduce the use of plastic. In July 1 2018 Coles removed single-use plastic shopping bags in the states where bans were not already in place. When Coles launched the Little Shop 2 mini collectable campaign in July 2019, some Australian consumers protested the move, calling Coles to “stop giving out plastic junk”, especially during Plastic Free July. <https://7news.com.au/lifestyle/coles/thousands-sign-petition-calling-for-boycott-of-coles-over-little-shop-2-collection-c-296100>

Coles would like to understand customer perceptions and attitudes toward this mini collectable campaign. To achieve this, Coles would like to conduct some marketing research, adopting exploratory research design, i.e. focus group. However, they are unsure if it is the best approach to gather useful customer information, compared with descriptive or causal research.

Please critique the proposed qualitative research method (i.e. focus group) for Coles and based on your critique, provide ONE research design suggestion for Coles.

Required format:

- *The School of Marketing Assignment Cover Sheet as the first page.*
- Critically evaluate the proposed marketing research design, i.e. qualitative research method – focus group.
- Propose ONE research design suggestion and justify it.
- References.

Additional format requirements:

- **Font size and style:** Font size: 12. Style: Times New Roman.
- **Margin:** 2.5 cm.
- **Space:** Double spaced throughout the paper.
- **This course uses in-text referencing**, for more information also see Business School Harvard Referencing Guide - UNSW Business School.

<https://www.business.unsw.edu.au/Students-Site/Documents/Harvardreferenceguide.pdf>

You must reference all non-original work, e.g. if you take an idea from an academic journal article, book, magazine or website, you must reference it. Do not reference lecture notes/PowerPoint, you must go to the original source, i.e. book, article, magazine, website.

You are free to include an appendix; however no mark is allocated to the information contained in the appendix.

Evaluation criteria:

- Quality of the arguments and critical discussion in relation to the proposed marketing research design and suggestion. (8%)
- Quality of the supporting evidence (i.e. good use of theory and/or secondary data, e.g. published government report, consulting report, to support your arguments and discussion). (8%)
- Presentation (i.e., meet the submission guidelines, format and structure requirements, creative communication, reader friendly, write clearly and accurately, expression, spelling, diction, grammar, punctuation and proper and consistent referencing style). (4%)

Practicum II (20%)

Due date: 17:00, Friday, 1 November 2019

Task: Analyse the given dataset to answer the questions posted on Moodle in Week 5

Submission: Individual submission to Turnitin via Moodle

3. Comprehensive Practicum (30% or 27%*)

Due date: 17:00, Friday, 29 November 2019

Task: Answer short essay questions and data analysis questions (analyse given dataset) posted on Moodle in Week 8

Submission: Individual submission to Turnitin via Moodle

* Optional: Students who take part in research participation will be allocated 3% from research participation. Students should schedule sessions as per their convenience during the period when the research surveys are offered and active.

4. Group Project Report (25%)

A research project involves the investigation and analysis of a marketing research problem and allows the students to “put into practice” what has been discussed in class. In addition, students will gain first-hand experience of providing research for a company. Applying the skills and knowledge developed in this course, as a marketing research consultant, you are required to conduct quantitative (e.g. survey) and/or qualitative (e.g. focus group, interview) research, and prepare a research report for a company. The research findings will be used to advise the selected company on its marketing strategy.

Due date: 12:00, Friday, 29 November 2019

Word limit: Maximum 2,000 words (All included except UNSW assignment cover sheet, references and appendices)

Submission: To Turnitin via Moodle

No. of students per group: 3 – 5

Main tasks:

1. Select a firm/organisation, then critically discuss the current marketing problem and its implications or a marketing challenge of the selected firm/organisation. Then propose an accomplishable marketing research objective. No more than one objective should be proposed. The objective must to be specific, practical and realistic.
2. Identify the most appropriate research design that can be adopted in relation to the proposed marketing research objective. The selection of the research design must be critically discussed based on the (marketing) research theories and concepts studied in MARK2052 and/or supported by secondary data, e.g. published government report, consulting report. Provide details of the data collection method.
3. Analyse the data collected using appropriate data analysis techniques and procedures then report the findings.
4. Based on your research findings, provide one recommendation to address the marketing problem identified in the earlier section. The recommendation will need to be well supported and justified by the research findings and/or marketing theory. No more than one realistic and practical recommendation should be proposed.

Be creative and make the written report professional and reader friendly.

Group formation (i.e. selecting your own group members) will be organized during Week 2 tutorial. Please make sure you attend Week 2 tutorial.

You must reference all non-original work, e.g. if you take an idea from an academic journal article, book, magazine or website, you must reference it. Do not reference lecture notes/PowerPoint, you must go to the original source, i.e. book, article, magazine, website.

Ethical considerations:

You are responsible to ensure that:

- The marketing research activities comply with any relevant privacy and/or confidentiality requirements (e.g. a process of informed consent).
- Relevant health and safety requirements are adhered to (e.g. personal safety procedures, interview protocols etc.).
- Information will not be disseminated or published other than for coursework purposes.
- Participants from a vulnerable population are not the focus of the project (as outlined in section 4 of the National Statement on Ethical Conduct in Human Research, 2015).
- The project does not aim to explore contentious or sensitive topics.
- There is no potential for participants to be exposed to harm as a result of the project including physical, psychological, social, economic or legal harm.

Manage group dynamics:

You are expected to actively manage the conduct of meetings and record members' contributions and the decisions/actions agreed to at each meeting. Clearly documented procedures and agreed outcomes are a sound professional tool when working in groups. Each student within the group will receive the same mark unless there is a dispute about the individual contribution.

Choose your group members wisely. It is important to note that management of group dynamics is your responsibility. Keep in mind that assignment of clear responsibilities as well as development of consistent group norms, such as regular meetings, communication and division of labour, is essential for cohesive group performance. Also take note of the meeting discussions and group dynamics in case there is any dispute on the contribution of the members.

Conflict and grievance procedures:

Groups function best when everyone participates actively in the development and resolution of the task. However, sometimes you will need to address situations where one or more members do not attend meetings or complete their work. In the first instance, such issues should be handled *within* your group.

If a grievance issue arises and it cannot be resolved within the group, the next step is to discuss the situation with the lecturer. Based on the evidence provided, the lecturer will make a decision as to whether a single group mark is warranted or whether individual marks are to be awarded. Please keep your meeting notes, drafts, and email communication in case there is a dispute.

Group project report submission procedure:

The research report must include a cover sheet and be signed by all students in the group. The School of Marketing Group Assignment Cover Sheet can be found at:

<https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Group%20assignment%20coversheet.pdf>

Students MUST submit research reports through the course website. ONLY ONE STUDENT IN THE GROUP SUBMITS THE RESEARCH REPORT. The originality of the assignments will be checked with Turnitin. Students are able to check the similarity index and resubmit

their papers up until the due deadlines. Note, however, that students are responsible for planning ahead and allowing sufficient time to review their similarity index. Students are also advised to submit their reports during working hours so as to receive technical support, if necessary. Technical difficulties will not be accepted as a valid reason for late submission.

Late submission:

Late submission of written assignments will attract a penalty of 10% per day (including weekends) or part thereof. Assessment items submitted more than five days after the due date will be awarded zero marks. Your written assignment will be considered late after a 10-minute grace period.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Format and instruction for group project report:

- Please include: The School of Marketing Assignment Cover Sheet as the first page
1. **Title page** (Title of the research report, student name and ID, date, and additional information related to the assignment that you wish to communicate to the marker. This is different from *The School of Marketing Assignment Cover Sheet*)
 2. **Table of contents**
 3. **List of tables and figures** (if applicable)
 4. **Executive summary**
You should only briefly summarise the marketing research objective, research design, data collection method(s), data analyses techniques/procedure, and recommendation. This should be no more than half a page. Have a separate page for the executive summary.
 5. **Marketing research objective**
Identify and critically discuss the current marketing problem and its implications or a marketing challenge of the selected firm/organization. Then propose an appropriate (i.e. realistic, practical, clear, and specific) marketing research objective which addresses the company's identified marketing problem/challenge. No more than one objective should be proposed.
 6. **Research design**
Use theory and/or secondary data, e.g. published government report, consulting report, effectively to identify the most appropriate research design that can be adopted to achieve the proposed marketing research objective. The selection of the research design must be critically discussed based on the (marketing) research theories and concepts studied in MARK2052 and/or supported by secondary data, e.g. published government report, consulting report. Provide details of the data collection method(s)

employed. Systematically and logically develop the data collection instrument(s) (e.g. questionnaire, interview protocol) to achieve the proposed marketing research objective.

7. Data analyses

Analyse the data using the appropriate procedure, then report the findings. Use theory and/or secondary data, e.g. published government report, consulting report, effectively to justify data analysis techniques and procedure. Raw data is to be submitted to your lecturer via email the same day you submit your research report.

8. Recommendation and research limitations

Based on your research, provide no more than one realistic recommendation to the selected firm/organisation. This needs to address the marketing problem/challenge identified in the earlier section. Do not recommend theory or ideas in this section. A practical and specific recommendation is required. The recommendation should be evaluated in terms of its advantages and disadvantages (strong and weak points).

Effectively use theory and/or secondary data, e.g. published government report, consulting report, to form a critical discussion regarding the key limitation(s) of the research design and subsequent suggestions for improvement. No more than 2 key research limitation(s) should be identified and discussed.

9. References

In addition to the MARK2052 text, you should read and refer to at least two recent academic journal articles that are related to the applied marketing research theories to support your arguments and discussion in the report. A list of key academic journals for applied marketing research:

- Journal of Business Research
- Journal of Marketing
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Management Science
- Academy of Management Journal
- Journal of Consumer Research

10. Appendix

You are free to include an appendix; however no mark is allocated to the information contained in the appendix.

Additional format requirements for the report:

- **Font:** Headings - Font size: 14; main text - Font size: 12. Times New Roman is preferable.
- **Margin:** 2.5 cm.
- **Space:** Double spaced throughout the paper except executive summary.
- **Presentation style for Executive Summary:** Font size: 12, 1.5 spaced, no more than one page.

- You must reference all the sources used (to form your ideas, arguments and analysis) throughout the paper and make a reference list at the end of the report.

Marking criteria[#]

1. Marketing research objective (2%)

The report clearly identifies and discusses the marketing research problem or marketing challenge, supported by sufficient evidence drawn from marketing research theory and/or secondary data, e.g. published government report, consulting report. Develops a realistic, practical, clear, and specific marketing research objective, which addresses the company's identified problem/challenge. Effectively uses theory and/or secondary data, e.g. published government report, consulting report to support the arguments and discussion. (i.e. Section 5: Marketing research objective).

2. Research design (7%)

The research design employed to achieve the marketing research objective is well justified by marketing research theory and/or secondary data, e.g. published government report, consulting report. Development of the data collection instrument(s) (e.g. questionnaire, interview protocol) is systematic, logical, and robust, and the data collection instrument(s) is appropriate to achieve the marketing research objective. Quality of the data collected is appropriate, which allows the research team to achieve the marketing research objective. Effective use of theory and/or secondary data, e.g. published government report, consulting report to support the arguments. (i.e. Section 6: Research design).

3. Data analyses (8%)

The data analysis techniques and procedure are appropriate and well justified by marketing research theory and/or secondary data, e.g. published government report, consulting report. Shows appropriate level of skill on relevant analysis. Results are accurate. Drawn conclusion(s) consistent with the analyses. (i.e. Section 7: Data analyses).

4. Recommendation and research limitations (5%)

Critically discusses the implications and insights drawn from the analyses. The recommendation is closely linked to and well-supported by the findings, and appropriately addresses the research problem/challenge identified. A critical discussion is included regarding the key limitations of the research design, and suggestions for improvement are offered. Effective use of marketing research theory and secondary data, e.g. published government report, consulting report to support the arguments. (i.e. Section 8: Recommendation and research limitations).

5. Presentation (3%)

Presentation (i.e., meet the submission guidelines, format and structure requirement, creative communication, reader friendly, write clearly & accurately, expression, spelling, diction, grammar, punctuation and proper and consistent referencing style).

Please make sure that you follow the required format. Your research report will be marked according to what you have written under each section.