

<https://courseoutline.auckland.ac.nz/dco/course/MKTG/202/1213>



Business and Economics

MKTG 202 : Marketing Research (15 POINTS)

2021 Semester One

Course Prescription

Focuses on the critical role and importance of information in marketing. Covers the fundamental concepts of marketing research in traditional and digital environments and examines how these can be used to assist companies in their decision-making.

Course Overview

MKTG 202 (Marketing Research) employs a series of case studies and interactive lectures to demonstrate how information and marketing insights can be utilised to improve decision-making in marketing. Readings and assessments aid students in understanding and applying core research concepts.

Course Requirements

Prerequisite: MKTG 201 or 203 and STATS 100 or 108

Capabilities Developed in this Course

- Capability 1: Disciplinary Knowledge and Practice
- Capability 2: Critical Thinking
- Capability 3: Solution Seeking
- Capability 4: Communication and Engagement

Graduate Profile: [Bachelor of Commerce](#)

Learning Outcomes

By the end of this course, students will be able to:

1. Construct and frame a research problem and translate this into information requirements. (Capability 1 and 2)
2. Apply key concepts and methods that underpin the marketing research process. (Capability 1 and 2)
3. Integrate and consolidate different sources of data and information in order to determine relevant business findings. (Capability 1, 3 and 4.2)

4. Identify the biases and limitations of marketing data. (Capability 1 and 2)
5. Evaluate the credibility of secondary sources of marketing and business information. (Capability 1 and 2)
6. Develop and communicate research findings and insights. (Capability 1 and 4.2)

Assessments

Assessment Type	Percentage	Classification
Formative Quizzes		Individual Coursework
Assignments	60%	Individual Coursework
Final Exam	40%	Individual Coursework
3 types	100%	

Assessment Type	Learning Outcome Addressed					
	1	2	3	4	5	6
Formative Quizzes		✓		✓		
Assignments	✓	✓	✓	✓	✓	✓
Final Exam	✓	✓	✓	✓	✓	✓

Workload Expectations

This course is a standard 15 point course and students are expected to spend 10 hours per week involved in each 15 point course that they are enrolled in.

For this course, you can expect 24 hours of lectures, 24 hours of reading and thinking about the content and 72 hours of work on assignments and/or exam preparation.

Delivery Mode

Campus Experience

Attendance is expected at scheduled activities including lectures. Lectures will be available as recordings. The course will not include live online events. Attendance on campus is required for the exam. The activities for the course are scheduled as a standard weekly timetable.

Learning Resources

Learning resources to be advised in class (and lecture recordings) and via Canvas.

Student Feedback

At the end of every semester students will be invited to give feedback on the course and teaching through a tool called SET or Qualtrics. The lecturers and course co-ordinators will consider all feedback and respond with summaries and actions.

Your feedback helps teachers to improve the course and its delivery for future students.

Class Representatives in each class can take feedback to the department and faculty staff-student consultative committees.

Other Information

Students must gain 50% of the overall assessment and sit the final exam to pass the course.

Digital Resources

Course materials are made available in a learning and collaboration tool called Canvas which also includes reading lists and lecture recordings (where available).

Please remember that the recording of any class on a personal device requires the permission of the instructor.

Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting their learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the internet. A student's assessed work may be reviewed against online source material using computerised detection mechanisms.

Inclusive Learning

All students are asked to discuss any impairment related requirements privately, face to face and/or in written form with the course coordinator, lecturer or tutor.

Student Disability Services also provides support for students with a wide range of impairments, both visible and invisible, to succeed and excel at the University. For more information and contact details, please visit the [Student Disability Services' website](http://disability.auckland.ac.nz) <http://disability.auckland.ac.nz>

Special Circumstances

If your ability to complete assessed coursework is affected by illness or other personal circumstances outside of your control, contact a member of teaching staff as soon as possible before the assessment is due.

If your personal circumstances significantly affect your performance, or preparation, for an exam or eligible written test, refer to the University's [aegrotat or compassionate consideration page](#)

<https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html>.

This should be done as soon as possible and no later than seven days after the affected test or exam date.

Learning Continuity

In the event of an unexpected disruption we undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. You will be kept fully informed by your course co-ordinator, and if disruption occurs you should refer to the University Website for information about how to proceed.

Student Charter and Responsibilities

The Student Charter assumes and acknowledges that students are active participants in the learning process and that they have responsibilities to the institution and the international community of scholars. The University expects that students will act at all times in a way that demonstrates respect for the rights of other students and staff so that the learning environment is both safe and productive. For further information visit [Student Charter](https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html) <https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html>.

Disclaimer

Elements of this outline may be subject to change. The latest information about the course will be available for enrolled students in Canvas.

In this course you may be asked to submit your coursework assessments digitally. The University reserves the right to conduct scheduled tests and examinations for this course online or through the use of computers or other electronic devices. Where tests or examinations are conducted online remote invigilation arrangements may be used. The final decision on the completion mode for a test or examination, and remote invigilation arrangements where applicable, will be advised to students at least 10 days prior to the scheduled date of the assessment, or in the case of an examination when the examination timetable is published.