MKTG 2011 CUSTOMER INSIGHTS

Credit Points 10

Legacy Code 201084

Coordinator Aila Khan (https://directory.westernsydney.edu.au/search/name/Aila Khan/)

Description Digital technologies are generating large volumes of information (data) about customers and markets. The key is determining how to organise and analyse this data to generate useful insights about customers for marketing decisions. The focus of this subject is on data analysis and reasoning to better understand the culture of insight-driven businesses. Students will examine different sources of information and the processes needed to ensure the generation of quality output. Activities around data visualization, and the role of social media platforms which support this, will prepare students for their future business careers.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) MATH 1030

Equivalent Subjects MKTG 2007 - Marketing Research BUSM 3064 - Service Industry Analytics BUSM 2036 LGYA 4334 - Fundamentals of Marketing Research

Assumed Knowledge

It is recommended that students have an understanding of data analytics

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Examine the managerial importance of market research in gaining customer insights
2. Develop a customer insights plan which incorporates appropriate research approaches
3. Analyse quantitative/qualitative data for effective decision-making in the context of a business problem
4. Communicate through effective written texts, infographics and other visual tools
5. Outline expected ethical and socially responsible behaviour within research methods and customer insight management

Subject Content

1. Introduction to marketing research and the role of customer insights
2. Gathering insights via the marketing research process
3. Designing and implementing effective research to capture customer insights
4. Quantitative methods
5. Qualitative methods
6. Impact of digital technology and User Experience
7. Data Visualisation
8. Social research ethics and responsibility

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task
Portfolio	2000 word equivalency	40	N	Individual
Report	2500 word equivalency	30	N	Group
Final Exam	2 hours	30	N	Individual

Prescribed Texts

- Khan, A., Hossain, M., and Amin, S. (2023). Customer Insights. Second Edition. Published by Open Educational Resources Collective. https://doi.org/10.26183/vsp0-vh04 (https://doi.org/10.26183/vsp0-vh04/)

Teaching Periods

Spring (2023)

Parramatta City - Macquarie St

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG2011_23-SPR_PC_1#subjects)

Vietnam Session 1 (2024)

Vietnam

On-site

Subject Contact Aila Khan (https://directory.westernsydney.edu.au/search/name/Aila Khan/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2011_24-UT1_UE_1#subjects)

WSU Online TRI-1 (2024)

Wsu Online

Online

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Autumn (2024)

Bankstown City

On-site

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Campbelltown

On-site

Subject Contact Aila Khan (https://directory.westernsydney.edu.au/search/name/Aila Khan/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2011_24-AUT_CA_1#subjects)

Parramatta City - Macquarie St

On-site

Subject Contact Aila Khan (https://directory.westernsydney.edu.au/search/name/Aila Khan/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2011_24-AUT_PC_1#subjects)

Sydney City Campus - Term 1 (2024)

Sydney City

On-site

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2011_24-SC1_SC_1#subjects)

Vietnam Session 2 (2024)

Vietnam

On-site

Subject Contact Aila Khan (https://directory.westernsydney.edu.au/search/name/Aila Khan/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2011_24-UT2_UE_1#subjects)

Spring (2024)

Parramatta City - Macquarie St

On-site

Subject Contact Aila Khan (https://directory.westernsydney.edu.au/search/name/Aila Khan/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2011_24-SPR_PC_1#subjects)

WSU Online TRI-3 (2024)

Wsu Online

Online

Subject Contact Aila Khan (https://directory.westernsydney.edu.au/search/name/Aila Khan/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG2011_24-OT3_OW_2#subjects)