

325-212 Principles of Market Research

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	<u>325-211 Principles of Marketing (/view/2008/325-211)</u>
Corequisites:	<u>325-211 Principles of Marketing (/view/2008/325-211)</u>
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p><p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p> </p>
Coordinator:	Dr Danielle A Chmielewski
Subject Overview:	This subject develops students' knowledge of fundamental market research concepts. It addresses the purpose, procedures and applications of market research; helps view market research from a 'users' and 'doers' perspective; and aims to improve the managerial value of market research for strategic decision making. Specific topics include the formulation of the research problem; research design; data collection instruments; data collection procedures; statistical data analysis tools including multiple regression analysis; and the interpretation and use of research results.
Assessment:	A 2-hour examination (50%), written assignment(s) totalling not more than 4000 words (40%) and tutorial work (10%).
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	<p>This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008.</p> <p>This subject or an equivalent will be available as breadth in the future.</p> <p>Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available.</p> <p>2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	# High level of development: written communication; collaborative learning; problem solving; team work; statistical reasoning; use of computer software.

	<ul style="list-style-type: none"># Moderate level of development: application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; accessing data and other information from a range of sources.# Some level of development: oral communication; receptiveness to alternative ideas.
Related Course(s):	Graduate Diploma in Management Studies