

325-680 Marketing Research

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Time Commitment:	Contact Hours: One 3-hour seminar per week (Semester 2). Total Time Commitment: Not available
Prerequisites:	Entry into the Master of Management suite of programs or the Master of Applied Commerce.
Corequisites:	None
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>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>
Subject Overview:	Business managers request, assess, purchase and use marketing research to make a wide range of informed decisions about target markets, product offerings and the performance of marketing activities. To be able to do this competently, managers need to know what benefits marketing research can provide, what research methods are appropriate for the different types of problems, and how data should be collected, analysed, interpreted and presented so that it is meaningful to other users. These are skills students will acquire through their participation in a 'real-life' client-sponsored project.
Objectives:	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Identify management problems and translate these into feasible research questions; # Analyse the purpose, structure, content and use of the research brief/proposal; # Direct research that will achieve objective and unbiased results; # Develop practical experience in the process of proposal tender, questionnaire design, interpretation of data and preparation of a research report; # Use SPSS.
Assessment:	A 2-hour examination (50%), assignment(s) not exceeding 4000 words (40%) and class participation (10%).
Prescribed Texts:	None
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Interpretative and analytical skills; # The ability to critically evaluate results; # The synthesis of data and other information sources; # The ability to work in a team through group assignments; # Oral and written communication skills, through workshop discussions, presentations and report.

Related Course(s):	Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of Management (Marketing)