

MKTG20004 Market Research

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	325-104 Principles of Marketing (/view/2010/325-104)
Corequisites:	325-104 Principles of Marketing (/view/2010/325-104)
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Jill Lei
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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.
Objectives:	<ul style="list-style-type: none"> # Analyse the fundamental principles involved in market research; # Explain the critical importance of market research for superior business performance; # Apply market research principles by conducting an in-depth market research project for a real-world company.
Assessment:	A 2-hour examination (50%), written assignment(s) totalling not more than 4000 words (40%) and tutorial work (10%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2010/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2010/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2010/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2010/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2010/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2010/355AA)

	You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # High level of development: written communication; collaborative learning; problem solving; team work; statistical reasoning; use of computer software. # 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