

MGMT40008 Marketing Research Essay

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: To be advised Total Time Commitment: Not available
Prerequisites:	Entry into Bachelor of Commerce (Honours) in Marketing program.
Corequisites:	None
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 Anish Nagpal
Contact:	anagpal@unimelb.edu.au (mailto:anagpal@unimelb.edu.au)
Subject Overview:	Students are required to undertake research in a topic of their choice, subject to approval by the honours coordinator and under the supervision of a marketing staff member. In conjunction with a supervisor, students select and research a marketing-related topic for two semesters during their honours year. The topic can be drawn from any of the areas of marketing covered by the Department.
Objectives:	On successful completion of this subject, students should be able to: <ul style="list-style-type: none"> • Formulate a research question; • Identify an appropriate methodology to collect and analyse data relevant to the research question • Explain their area of research • Explain their research findings to others in a written format
Assessment:	A research essay of up to 12 000 words (inclusive of appendices, footnoting etc.) (100%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
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:	On successful completion of this subject students should have improved the following generic skills: <ul style="list-style-type: none"> • Analytical and critical thinking fostered through the identification of a research topic and completion of a literature review; • Application of existing theories and research relevant to a research topic; • Research, both in terms of accessing various forms of research material and the systematic manner in which it is conducted; • Written communication, particularly in relation to the logical presentation of independent points of view, derived from the analysis of research information; • Working independently on a large research project.

