

MKTG90011 Marketing Research

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: Approximately 2.5 hours of personal study per hour of class time is required to achieve a satisfactory level of performance
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:	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:	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:	On successful completion of this subject, students should be able to: <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:	2-hour end-of-semester examination (50%) Assignment(s) not exceeding 4000 words (35%) The first assignment due in the middle of semester, and the second one due in the end of the semester Class participation (15%)
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):	<p>Graduate Certificate in Communication and Customer Strategy Graduate Certificate in Marketing Management Master of Applied Commerce (Marketing) Master of Applied Commerce (Marketing) Master of Management (Marketing)</p>