

MKTG90011 Marketing Research

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| Credit Points: | 12.50 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | This subject is not offered in 2014. |
| 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. |
| 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/ |
| Contact: | leij@unimelb.edu.au (mailto:leij@unimelb.edu.au) |
| 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. |
| Learning Outcomes: | <p>MKTG90011 Marketing Research is designed for future marketing managers and researchers. It aims to help students develop skills to address management problems using analytical tools. On the successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # Understand the role of marketing research in marketing decision making; # Learn the process of conducting marketing research projects; # Perform essential qualitative and quantitative techniques and methods to analyze marketing research data; # Understand the implications of marketing research on business development; # Apply marketing research principles by conducting an in-depth research project for a real management problem. |
| 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 |

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| Generic Skills: | On the successful completion of MKTG90011 Marketing Research, students should have improved the following skills: <ul style="list-style-type: none"># Synthesis of different schools of thoughts in marketing research, for example the qualitative school of thoughts and the quantitative school of thoughts;# Problem solving, such as translating a management problem into a research question;# Written communications;# Statistical analysis skills;# Collaborative learning and team work;# Assessing research materials from a range of sources. |
| Related Course(s): | Graduate Certificate in Communication and Customer Strategy Graduate Certificate in Marketing Management Master of Management (Marketing) Master of Management (Marketing) |