

BUSA90258 Marketing Research

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: October, Parkville - Taught on campus. This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator
Time Commitment:	Contact Hours: 30 hours Total Time Commitment: Not available
Prerequisites:	None
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><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> </p>
Contact:	<p>Melbourne Business School</p> <p>Degree Program Services</p> <p>Email: programservices@mbs.edu (mailto:programservices@mbs.edu)</p>
Subject Overview:	<p>This subject will focus on how both qualitative and quantitative aspects of marketing research can help managers address substantive marketing problems including: market segmentation, targeting and positioning, estimating market potential, forecasting demand, developing advertising and pricing, and introducing new products. The subject uses a combination of lectures, case discussions, and exercises to develop a better understanding of the process of marketing research. An important aspect of the subject involves getting hands-on experience with marketing research problems through a field project. This project will require students to integrate everything that they have learned to conduct an actual research project from problem definition through a final report and presentation.</p>
Learning Outcomes:	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> # translate marketing and management issues into marketing research problems that are suitable for investigation. # develop a marketing research plan to investigate the problem (s) under consideration. # conduct qualitative and quantitative marketing research using a variety of marketing research techniques. # design and implement a survey instrument to conduct primary research. # interpret the results of various statistical analyses and understand the limitations of these analyses. # write a concise marketing research report to detail the research process, recommendations, and implementation plan. # understand the role of marketing research in helping marketing managers make better marketing decisions.

Assessment:	Contribution to class learning (5%) Throughout subject Research proposal (5%) 250 words Week 2 Qualitative research report (10%) 500 words Week 5 Project presentation (10%) 10 minutes Week 10 Final report (30%) 2,000 words End of subject Final Examination (40%) Hurdle requirement 2 hours End of subject
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
Notes:	This subject is only available to students admitted to MC-BA, MC-BAPT, GD-MKTG, 294PN, or students with permission of the MBA course coordinator
Related Course(s):	Master of Business Administration Master of Business Administration Master of Business Administration/Master of Marketing Master of Marketing Master of Marketing Master of Marketing