



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	MARKETING RESEARCH
Course ID:	BUMKT2603
Credit Points:	15.00
Prerequisite(s):	(BUMKT1501 or JM501)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080505

Description of the Course:

This course aims to familiarise students with the theory and applications of marketing research. It also aims to demonstrate the importance of marketing research in making sound business and marketing decisions. Therefore, the initial focus will be on translating a management problem into a marketing research problem, including research questions and objectives. Students will also consider the nature and different uses of both secondary and primary data. Emphasis will be given to the ethics involved in the marketing research industry.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Describe the marketing research process in order to support business marketing decision making
- K2.** Identify gaps in current market plans in order to outline how to approach the research design
- K3.** Differentiate between qualitative and quantitative research approaches to appraise how they inform research design
- K4.** Compare the research method elements and outline how they align with the research approaches
- K5.** Identify analytical techniques pertinent to both qualitative and quantitative research design
- K6.** Describe the ethical limitations and implications of marketing research and consider their impact on research design

Skills:

- S1.** Analyse and explain the marketing research problem, and formulate the objectives, questions and/or hypotheses in order to underpin the research design
- S2.** Develop technical and numeracy skills by analysing research data, including statistical data, and interpret the results in light of the research design
- S3.** Communicate the results of the research project by preparing a research brief/proposal/report which outlines the solution and makes recommendations

Application of knowledge and skills:

- A1.** Use initiative and judgment in developing a research plan that addresses a marketing research problem
- A2.** Transfer and apply marketing research knowledge and skills in a new situation
- A3.** Present the results of the research, including data analysis, with confidence and autonomy

Course Content:

Topics may include:

- Introduction and the role of marketing research
- Research management and design
- Design of surveys
- Primary and secondary data
- Data acquisition and processing
- Introduction to data analysis techniques

- Applications of marketing research

Values:

- V1.** Develop business marketing decision making by appreciating the position of marketing research within the marketing context of organisations
- V2.** Pursue critical thinking and evaluation of information associated with marketing decision making
- V3.** Value the resolution of issues with research interpretation

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, K4, K5, K6, S1, A1, A2	AT1, AT2, AT3
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	S1, S2, A1, A2	AT2
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K1, K6, A1	AT2
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S3, A3	AT1, AT2, AT3
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	A1, A2, A3	AT2

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K3,K4	Demonstrate knowledge of concepts of marketing research	Mid-semester test	15-25%
K2,K4,K5,K6 S1,S2,S3 A1,A2,A3	Students will formulate a research problem (based on a case study or data available) and conduct marketing research, including analysis, and prepare a report communicating the results	Group report	35-45%

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1,K2,K3,K4,K5 A2	Final test/assessment	Individual summative assessment	35-50%

Adopted Reference Style:

APA

Refer to the [library website](#) for more informationFed Cite - [referencing tool](#)