

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Marketing Research

Unit ID: BUMKT2603

Credit Points: 15.00

Prerequisite(s): (BUMKT1501)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080505

Description of the Unit:

This unit 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 Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Describe the purpose and importance of marketing research in decision-making processes.
- 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.** Utilize technical and numeracy skills to analyze research data, including statistical data, and interpret the results in the context 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.** Demonstrate initiative and judgment in developing a research plan that addresses specific marketing research problem, integrating insights and strategies effectively.
- A2.** Transfer and apply marketing research knowledge and skills in a new situation, adapting methodologies and approaches as needed.
- A3.** Present the results of the research, including data analysis, with confidence and autonomy

Unit 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

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, inter-act and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams. 	Not applicable	Not applicable
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> • Creating a collegial environment • Showing self-awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative 	Not applicable	Not applicable

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 3 Critical Thinking and Creativity	<p>Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving. 	K3, K4, S2, A1, A2	A1, A2
FEDTASK 4 Digital Literacy	<p>Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities. 	S2	A2
FEDTASK 5 Sustainable and Ethical Mindset	<p>Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in:</p> <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life. 	K6	A1

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, K4, K5, S1, A1	Students will prepare a Research Proposal to address a topical research problem	Group Report	30%
K5, S2, A2	Students will be provided with a dataset relating to the same research problem addressed in Task 1, perform analysis on that data and then provide a brief reflection of what those findings mean in the context of the research problem	Individual or Group report	30%
K6, S3, A3	Students will provide a summary report of the overall project that includes relevant secondary data and a discussion of how the findings from their analysis address the research problem identified in Task 1	Individual or Group report	40%

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)