

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Marketing Research

Unit ID: BUMKT3206

Credit Points: 15.00

Prerequisite(s): (BUMKT2201)

Co-requisite(s): Nil

Exclusion(s): (BUMKT2603)

ASCED: 080505

Description of the Unit:

This unit aims to acquaint students with both the theory and practical applications of marketing research. Its goal is to underscore the importance of marketing research in facilitating informed business and marketing decisions. Therefore, the primary emphasis will be on converting management challenges into marketing research problems, including defining research questions and setting objectives. Students will explore the nature and diverse applications of secondary and primary data, employing appropriate qualitative and quantitative research techniques for market analysis and interpretation of research findings. Special attention will be dedicated 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"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

Knowledge:

- K1.** Describe the various stages of the marketing research process, including problem identification, data collection, analysis, and reporting
- K2.** Identify the purpose and components within a research plan/ proposal.
- K3.** Identify different types of research designs and their respective applications in marketing research.
- K4.** Explain the role of ethics and compliance in marketing research and recognize 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.** Analyze and interpret quantitative and qualitative data using statistical techniques and software.
- S3.** Communicate research findings and recommendations effectively through written reports and oral presentations.

Application of knowledge and skills:

- A1.** Demonstrate the ability to develop a marketing research plan tailored to specific business objectives and constraints.
- A2.** Utilize critical thinking and problem-solving skills to address real-world marketing challenges through research-based solutions.
- A3.** Collaborate effectively with team members to execute research projects and achieve desired outcomes.

Unit Content:

Topics may include:

- Introduction and the role of marketing research
- Research management and design
- Design of surveys
- Measurement
- Sampling
- Primary and secondary data
- Data acquisition and processing

- Introduction to data analysis techniques
- Applications of marketing research
- Communicate results
- Ethics in marketing research

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K1, K2, K3, K4, S1, A1	Prepare a Research Proposal to address a topical research problem	Group Proposal	20-40%
K3, S2, A3	Analyze a dataset relating to the research problem addressed in Task 1, interpreting the findings and reflecting on their significance in the context of the research.	Individual or Group report	20-30%
K1, K2, S3, A2, A3	Compile a comprehensive project summary report, incorporating pertinent secondary data and discussing how the results of their analysis contribute to addressing the research problem identified in Task 1.	Individual or Group report and presentation	40-50%

Adopted Reference Style:

APA

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

Fed Cite - [referencing tool](#)