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**Prescription: 642 Marketing Research**


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**Elective prescription**

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| <b>Level</b>                       | 6   |
| <b>Credit</b>                      | 20  |
| <b>Version</b>                     | 2   |
| <b>Aim</b>                         | Students will design and conduct marketing research to develop and assess marketing strategies.                                   |
| <b>Prerequisites</b>               | nil   |
| <b>Recommended prior knowledge</b> | 560 Business Communication, 430 Quantitative Business Methods, 541 Fundamentals of Marketing, or equivalent knowledge and skills. |

**Assessment weightings**

| Learning outcomes  | Assessment weighting % |
|--|------------------------|
| 1. Students will evaluate legal, ethical, cultural and industry issues relevant to a marketing research project(s).  | 10                     |
| 2. Students will prepare a marketing research proposal.  | 50                     |
| 3. Students will conduct research; collate, analyse and interpret data; report the results of marketing research; and make recommendations for marketing strategies. | 40                     |
| <b>Total</b>   | <b>100</b>             |

All learning outcomes must be evidenced; a 10% aggregate variance is allowed.

**Assessment notes**

1. Assessment materials should reflect relevant code(s) of practice and current legislation, standards, regulations and acknowledged good industry/business practices.
2. Students should consider latest technologies in marketing research.
3. Learning outcome two: Students should justify the sampling size consistent with real-world research. However, for the purpose of the assessment, a minimum sampling size of 30 and a pre-test of five people are required.
4. Justification, as required by learning outcome two, must demonstrate consideration of all options.
5. Learning outcome three: Students are expected to use a current statistical software package.

**Learning outcome One**

Students will evaluate legal, ethical, cultural and industry considerations relevant to a marketing research project(s).

**Learning outcome Two**

Students will prepare and justify a marketing research proposal.

Key elements:

- a) Marketing research objective:
  - problem and/or opportunity identification
  - research purpose.
- b) Information sources.
- c) Research approaches:
  - quantitative and qualitative.
- d) Data collection, at least one of the following:
  - survey
  - observation
  - experimentation.
- e) Sampling:
  - probability sampling
  - non-probability sampling.
- f) Project timeline and indicative cost.
- g) Sampling and non-sampling errors and strategies to minimise them.
- h) Research instrument design, pre-testing and revision:
  - nominal, ordinal, interval and ratio scales
  - participant consent form and information sheet.

**Learning outcome Three**

Students will conduct research; collate, analyse and interpret data; report the results of marketing research; and make recommendations for marketing strategies.

Key elements:

- a) Research, according to the research proposal prepared in learning outcome two.
- b) Statistical analysis, at least four of:
  - mode, median and/or mean
  - frequency and/or percentile
  - standard deviation
  - cross tabulation
  - chi square
  - cumulative percentage
  - qualitative analysis.
- c) Report findings, including recommendations.

**Status information and last date for assessment for superseded versions**

| <b>Process</b> | <b>Version</b> | <b>Date</b>  | <b>Last Date for Assessment</b> |
|----------------|----------------|--------------|---------------------------------|
| Introduced     | 1              | 2007         | 31 December 2013                |
| Review         | 2              | October 2011 | 31 December 2020                |