

PRESCRIPTION: 642 MARKETING RESEARCH

This prescription replaces prescription *242 Marketing Research*.

ELECTIVE PRESCRIPTION

LEVEL	6
CREDIT	20
VERSION	1
INTRODUCED	2007
AIM	Students will conduct marketing research to develop and assess marketing strategies.
PREREQUISITES	Recommended <i>560 Business Communications</i> , <i>430 Quantitative Business Methods</i> , <i>541 Fundamentals of Marketing</i> or equivalent knowledge and skills.

ASSESSMENT WEIGHTINGS

Learning outcomes	Assessment weighting %
1. Students will evaluate legal, ethical, cultural and industry considerations relevant to (a) marketing research project(s).	15
2. Students will prepare a marketing research proposal.	40
3. Students will conduct research; collate, analyse and interpret data; report the results of marketing research; and make recommendations for marketing strategies.	45
TOTAL	100

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

ASSESSMENT NOTES

1. Assessment materials should reflect relevant 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 a real-world research. However, for the purpose of the assessment, a minimum sampling size of 30 and a pretest of five people are required.

4. Learning outcome three: Students are expected to use a current statistical software package.

LEARNING OUTCOME ONE

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

Key elements

- a) Legal.
- b) Ethical, including relevant code(s) of practice.
- c) Cultural.
- d) Industry.

LEARNING OUTCOME TWO

Students will prepare a marketing research proposal.

Key elements

- a) Marketing research objective:
 - problem and/or opportunity identification
 - research purpose.
- b) Information sources:
 - primary
 - secondary.
- c) Research approaches:
 - quantitative and qualitative.
- d) Data collection, at least one of the following:
 - personal
 - observation
 - experimental.
- e) Sampling:
 - probability sampling
 - non-probability sampling.
- f) Project cost and timeline.
- 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.

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.
- 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 analyses.
- c) Formal report, including recommendations.