Description: Business Research Methods

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT</td>
<td>3001</td>
<td>10194</td>
<td>1, 2002</td>
<td>ONC</td>
<td>1.00</td>
<td>TW MBA</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Michael Gardiner

PRE-REQUISITES
Pre-requisite: MKT 1001 Co-requisite: STA 2300

RATIONALE
An understanding of qualitative and quantitative market research methodology is an essential prerequisite for successful market research and for marketing strategy development and implementation.

SYNOPSIS
This course takes a practical approach to the business research process. Students will gain an understanding of the use of research in marketing and both the conduct and interpretation of marketing research. Topics covered will include identification of problems, setting research objectives, research design, data gathering and analysis and research report presentation and ethics.

OBJECTIVES
Upon completion of this course students will be able to:

- understand the marketing research process and the value of marketing research as a management tool.
- show appreciation of the nature, functions and difficulties inherent in selected qualitative and quantitative research techniques.
- examine critically and evaluate the data gathered and the methodology employed in particular projects.
• demonstrate an acceptable level of skill in data analysis, processing and interpretations together with respect for the complexities of the research situation and the limitations of the methods available.

## TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. The Marketing Research Process</td>
<td>10.00</td>
</tr>
<tr>
<td>2. Research Design and Implementation</td>
<td>15.00</td>
</tr>
<tr>
<td>3. Exploratory and Secondary Research</td>
<td>10.00</td>
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<tr>
<td>4. Descriptive Research</td>
<td>20.00</td>
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<tr>
<td>5. Causal Research</td>
<td>10.00</td>
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<tr>
<td>6. Sampling Methods and Procedures</td>
<td>15.00</td>
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<tr>
<td>7. Data Processing and Analysis</td>
<td>10.00</td>
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<tr>
<td>8. Report Preparation</td>
<td>5.00</td>
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<td>9. Ethics</td>
<td>5.00</td>
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## TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.


## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY            HOURS
Assessment          55
Directed Study      44
Private Study       66

ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
<th>Notes</th>
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<tr>
<td>CASE STUDY 1</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
<td>(see note 1)</td>
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<tr>
<td>CASE STUDY 2</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
<td>(see note 2)</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>60.00</td>
<td>60.00</td>
<td>Y</td>
<td>END S1</td>
<td>(see note 3)</td>
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NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. Further details about the due dates are detailed in the assessment section of the Course Specifications.

OTHER REQUIREMENTS

1. To obtain a passing mark in this course students must normally obtain a passing mark for the assignments in aggregate; and obtain a passing mark for the final examination. Further information regarding assessment of the course may be found in the Introductory Book.
2. The due date for an assignment is the date by which a student must dispatch the assignment to the University, and is normally that defined in the relevant course specification. The onus is on the student to provide, if requested, proof of date of dispatch.
3. Students may apply for an assignment extension either by application through DEC before the due date or by including application with the submitted assignment after the due date. Such applications should be in writing and include supporting documentary evidence. The authority for granting extensions rests with the relevant Course Coordinator. The extension policy for this course tries to be fair to all students who organise their work and family commitments to submit their assignments by the due date, and those few students who cannot do so through unforeseen and uncontrollable circumstances. If an assignment is late, up to one week's extension may be granted if a signed statement with supporting documentation is sent with the assignment proving that an {unforeseen} and an {uncontrollable} extenuating circumstance caused the delay, for example, unusual
and unpredictable work or family commitments. If this statement and documentation does not show that unforeseen and uncontrollable extenuating circumstance were present for the days claimed, then the normal reduction in marks for a late assignment of 20 percent per day, will apply. Extensions beyond one week will not be allowed unless express permission is obtained from the Course Leader (before the date that the assignment is due). Extensions beyond one week are extremely rare because model answers may start to be distributed to students after one week. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student's ability to study; - when it became apparent that the student could not submit the assignment. In the case if an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: - the date the student's personal circumstances began or changed; - how the circumstances affected the student's ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: - the date the student's employment began or the conditions of employment changed; - how this prevents the student from completing the assignment.

Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.