The University of Southern Queensland  

Course specification

<table>
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<tr>
<th>Description: Research Project</th>
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<tr>
<td><strong>Subject</strong></td>
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<tr>
<td>MKT</td>
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**Academic group:** FOBUS  
**Academic org:** FOB004  
**Student contribution band:** 2  
**ASCED code:** 080599

**STAFFING**
Examiner: Michael Gardiner  
Moderator: Jane Summers

**REQUISITES**
Pre-requisite: (MKT3001 or MKT2011) and MKT3002

**RATIONALE**
Business professionals are required to contribute to the total organisational effort through the development, implementation and evaluation of various strategies. In this process, the key functional area is decision-making, and decisions must be based on the best information available. Students wishing to be effective managers must have the ability to plan and carry through research projects to generate, analyse and interpret the required information. This course applies the skills developed in MKT3002 Business Strategy and MKT3001 Market Research Methods or MKT2011 Tourism Research Methods to a real organisation.

**SYNOPSIS**
This course is based on participation in a major research project. Students will be expected to apply their business and marketing skills to a particular organisational related problem or opportunity by developing a research proposal, planning the research, undertaking the research, analysing and interpreting the results, and presenting the findings. The findings from the research will be used to prepare for the firm an appropriate strategic plan in the area that the research was undertaken. A major professional report suitable for management will be presented at the end of the semester. Please note that this course will only be available to students who have completed MKT3002 Business Strategy and MKT2011 Tourism Research Methods or MKT3001 Business Research Methods.
OBJECTIVES

On completion of this course students will be able to:

1. apply appropriate analytical (quantitative and qualitative) and research techniques to a market related problem;
2. coordinate the activities of specialist contributors to the planning and implementation of a research project;
3. demonstrate an understanding of the relationships between research and other discipline areas;
4. demonstrate a working knowledge of major management skills as they apply to tourism;
5. demonstrate an ability to devise creative solutions to the business needs of organisations;
6. present a report verbal and written containing solution(s) to the management problem; and
7. integrate the solution(s) into a strategic plan.

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Problem identification and setting of research objectives</td>
<td>10.00</td>
</tr>
<tr>
<td>2. Applications of research methodology to the research problems</td>
<td>5.00</td>
</tr>
<tr>
<td>3. Selection of appropriate quantitative and qualitative analysis techniques</td>
<td>10.00</td>
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<td>4. Development of the research plan</td>
<td>10.00</td>
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<tr>
<td>5. Collection and analysis of necessary secondary data including literature</td>
<td>10.00</td>
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<tr>
<td>6. Undertaking exploratory research activities</td>
<td>15.00</td>
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<tr>
<td>7. Undertaking descriptive research activities</td>
<td>15.00</td>
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<tr>
<td>8. Analysis of data and interpretation</td>
<td>15.00</td>
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<tr>
<td>9. Preparation and presentation of the completed report</td>
<td>10.00</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED:

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

Students will draw on texts used in courses MKT2011, MKT2007 and MKT3002. MKT3004 study package available from the USQ Bookshop.
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.

Web sites of World Tourism Organisation; Bureau of Tourism Research (Aust); Commonwealth Government; Queensland and other State Governments.


STUDENT WORKLOAD REQUIREMENTS:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assessment</td>
<td>70.00</td>
</tr>
<tr>
<td>Directed Study</td>
<td>35.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>60.00</td>
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</table>
ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
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<tbody>
<tr>
<td>PROPOSAL</td>
<td>15.00</td>
<td>15.00</td>
<td>30 Jul 2004</td>
</tr>
<tr>
<td>PROGRESS REPORT</td>
<td>1.00</td>
<td>0.00</td>
<td>31 Aug 2004</td>
</tr>
<tr>
<td>FINAL REPORT (WRITTEN)</td>
<td>60.00</td>
<td>60.00</td>
<td>22 Oct 2004</td>
</tr>
<tr>
<td>PRESENTATION</td>
<td>20.00</td>
<td>20.00</td>
<td>22 Oct 2004</td>
</tr>
<tr>
<td>PEER REVIEW</td>
<td>5.00</td>
<td>5.00</td>
<td>22 Oct 2004</td>
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IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities
   (such as lectures, tutorials, laboratories and practical work) scheduled for them,
   and to study all material provided to them or required to be accessed by them to
   maximise their chance of meeting the objectives of the course and to be informed
   of course-related activities and administration. If you are an international student
   in Australia you are advised to attend all classes at your campus. Failure to attend
   may infringe the conditions of your student visa.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of
   the marks available for each assignment with a weighting, and an acceptable effort
   for the formative piece of assessment.

3 Penalties for late submission of required work:
   Late submissions will not be accepted.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the
   summative assessment items and achieve at least 50% of the available weighted
   marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate
   of the marks (or grades) obtained for each of the summative assessment items in
   the course.

6 Examination information:
   There is no examination in this course.

7 Examination period when Deferred/Supplementary examinations will be held:
   Not applicable.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10
   Academic Misconduct for further information and to avoid actions which might
   contravene University Regulations. These regulations can be found at the URL
   http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also
read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the Examiner. (iii) The Examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Examiner 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. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the Examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: 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. Extensions for family/personal reasons: In the case of 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 extension for family/personal reasons you must contact the Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: 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. In the case of an extension for employment-related reasons you must contact the Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.
2 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

3 Word Count in Assignments: 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.