BS242

MARKET RESEARCH AND ANALYSIS

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS242 Market Research and Analysis
Nominal Duration: 14 weeks
Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Mark Beard
Teaching Staff: Mark Beard

Co / Prerequisite Units:
- BS140 Introduction to Marketing
- BS275 Data Analysis

Core / Elective:
- Diploma of Business: Not available
- Associate Degree in Business: Not available
- Bachelor of Business: Core for Marketing major; Elective for all other majors

Rationale:
A critical aspect of successful marketing is understanding the environment in which an organisation operates, and accurately identifying the needs and wants of the customers the firm hopes to serve or attract. The market research function should integrate with all other aspects of an organisation’s marketing activity. By understanding the concepts and applications of market research methodology and design, students should be able to confidently evaluate and contribute to the marketing objectives of an organisation.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Understand issues related to the design, management and evaluation of research to support organisational products, issues and promotions.
2. Select a research methodology and a design appropriate to an organisation’s marketing information needs.
3. Articulate the techniques of marketing research, including measurement, sampling and data analysis for the purpose of creating reliable information on which to make useful recommendations.
4. Effectively present research findings, both orally and in a written report.

Content:

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<th>Week</th>
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<td>Marketing Research Design</td>
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<td>Review</td>
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<td>Presenting the Research Report</td>
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### Assessment

**Assessment Task #1 – Case Studies** (Relates to Outcomes 1-3)

The aim of this task is to assist students to understand the fundamental concepts of market research design and apply these concepts to organisational issues and problems. Students are required to answer all the questions provided in the text for three components of the case selected.

- **Weighting:** 30% (3 x 10% each)
- **Length:** 750 words
- **Due Date:** Weeks 5, 8, 10

**Assessment Task #2 – Mid-semester Concepts Test** (Relates to Outcomes 1-3)

This assessment item will consist of multiple choice and short answer questions based on the material covered in class and in the readings in Weeks 1 to 7 inclusive.

- **Weighting:** 20%
- **Length:** 2 hours
- **Due Date:** Week 8

**Assessment Task #3 – Group Research Project** (Relates to Outcomes 1-4)

Each group of students will be required to identify a specific marketing problem. They will develop a market research proposal, justifying their research design and methodology.

- **Weighting:** 50%
- **Length:** 3500-4000 words
- **Due Date:** Week 15 (Study Week)

### Academic & General Resource Requirements


### Journals

- *Journal of Consumer Behaviour* [ISSN 1479-1838]
- *The Journal of Consumer Marketing* [ISSN 0736-3761]
- *Psychology and Marketing* [ISSN 0742-6046]

### Unit Summary

The aim of this unit is to provide students with an understanding of the concepts, design and interpretation of marketing research and its value as a management and decision-making tool in commercial and non-profit organisations. Those students pursuing studies in Marketing will benefit from both the formative value of the case studies and the complexities of developing and conducting a market research project in a group situation.