

MKTG 2007 MARKETING RESEARCH

Credit Points 10

Legacy Code 200592

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Description From 2022 this subject replaced by MKTG 2011 Customer Insights. Marketing Research provides a comprehensive appreciation of the methods, uses and limitations of contemporary marketing research. The emphasis is on a conceptual understanding of research method. Students gain exposure to concepts such as research design, information collection, data processing and analysis, and results communication involving qualitative and quantitative techniques.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) MATH 1030 AND
MKTG 1006

Equivalent Subjects LGYA 4334 - Fundamentals of Marketing Research

Assumed Knowledge

Basic principles of marketing, consumer behaviour and statistics.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task
Quiz	2 online quizzes, 30 minutes each quiz	20	N	Individual
Report	Part A Proposal: 1,500 words; Part B Final report: 3,000 words	30	N	Group
Final Exam	2 hours	50	N	Individual