

# MKTG 2007 MARKETING RESEARCH

**Credit Points** 10

**Legacy Code** 200592

**Coordinator** Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

**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/](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