BMA331
MARKETING RESEARCH
12.50 Credit points

Semester 1, 2019
Unit Outline

Unit Coordinator
Marcus Bai
# CONTACT DETAILS

## Unit coordinator

<table>
<thead>
<tr>
<th>Unit coordinator:</th>
<th>Marcus Bai</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Hobart</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Marcus.Bai@utas.edu.au">Marcus.Bai@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>0413 747 594</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>Maths Building 150</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By Appointment</td>
</tr>
</tbody>
</table>

## Other teaching staff

<table>
<thead>
<tr>
<th>Lecturer/Tutor:</th>
<th>Ms Robin Kang</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus:</td>
<td>Hobart</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:shuok@utas.edu.au">shuok@utas.edu.au</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>0477 222 709</td>
</tr>
<tr>
<td>Room location and number:</td>
<td>TBA</td>
</tr>
<tr>
<td>Consultation hours:</td>
<td>By Appointment</td>
</tr>
</tbody>
</table>
WHAT IS THE UNIT ABOUT?

Unit description

Marketing research is one of the most important aspects of marketing. It is the process by which firms acquire market information that facilitates their decision-making. Given the rapid evolution of the business world, it is critical that firms know who their customers are, what they do, why they do it, when their purchases take place and where. Marketing research enables firms to determine if they have met consumer needs and demands, or if any changes are necessary in the delivery and features of new and existing products. Through this marketing research process, firms can better communicate with, and collect information from, existing and potential customers. As it is the customers who ultimately decide whether a product will be acceptable or not, this allows firms to rapidly adapt to otherwise unpredictable customer needs. This unit introduces students to the fundamental principles that underpin the process of designing and implementing effective marketing research. This process consists of: problem identification; research approach development; research design formulation; data gathering, preparation and analysis, and presentation of marketing research. By analysing real world business cases, and undertaking thorough research tasks, students will gain a keener insight into the workings of marketing research. The knowledge gained through undertaking this unit will help students to become skilled marketers who can evaluate, design, and conduct market research.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. explain the fundamental marketing research concepts that facilitate problem definition and critically analyse approaches to solve the problem.
2. analyse and evaluate basic marketing research theory.
3. explain and analyse the process by which information is gathered, analysed, and interpreted to address problems.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

Publishable research and data analysis techniques through latest software are important in contemporary marketing research. Lectures in this unit will focus on both these aspects.

Prior knowledge &/or skills

BMA101 Introduction to Management and BMA151 Principles of Marketing and any 200 level units in the relevant major.
## HOW WILL I BE ASSESSED?

### Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Plan</td>
<td>Week 9</td>
<td>30</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>2. Data analysis</td>
<td>Week 12</td>
<td>30</td>
<td>LO3</td>
</tr>
<tr>
<td>3. Examination</td>
<td>Exam Period</td>
<td>40</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

### Assessment details

#### Assessment Task 1: Plan

| Task Description | Research plan - The research plan is an individual written piece of assessment that allows you to demonstrate your conceptual and theoretical understanding of the important aspects related to marketing research. You can choose one out of 3 ‘client’ briefs which will be available on Mylo from week 3. You need to identify the client’s marketing problem and develop the steps in defining a market research study to help decision making. The proposal must depict the stages in the marketing research process and the logic for using them, and clearly describe what information will be needed, and how and from where it will be obtained. It is essential to include reliable sources of information for your report: where data is collected from the internet, then correct citations are required. Any unsupported statement will not provide credibility to your discussion. Your research plan should include (but not be limited to):

**INTRODUCTION**
Brief context to the marketing problem; definition of the marketing research problem; specific research objectives and questions of the proposed research study; justification for the proposed marketing research study.

**BACKGROUND**
This section requires secondary research (internet and publicly available data only) on the problem. You are also expected to look through google scholar for academic approaches to similar problems as well as gathering any market data available online. |
RESEARCH DESIGN
Explain and justify the method that you will adopt to collect and analyse the data that is required to answer the research objectives
This section should address issues related to:
Sample (e.g., who are your target respondents, who are you surveying, why are you surveying them)
Procedure (e.g., how are you obtaining information from respondents, why is this approach appropriate)
Measures (e.g., what questions are you asking and in what format, what information are you obtaining, why are you obtaining this information)
Analysis (e.g. state what analysis you will undertake, and what the results will look like)

OTHER
A brief discussion about ethical considerations (e.g., ethical issues that should be considered when conducting this research); potential limitations of the study; timing (suggested time frame to complete the study).

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Define and classify marketing research.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain the nature and scope of marketing research.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Analyse the importance and complexities involved in defining the marketing research problem.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Critically analyse the process and components of an approach to a marketing research problem.</td>
<td>LO1</td>
</tr>
<tr>
<td>5</td>
<td>Explain the definition and classification of research designs as well as the nature, advantages, disadvantages, and evaluations of secondary data.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Explain the distinctive nature of qualitative research and the different procedures by which it is undertaken.</td>
<td>LO2</td>
</tr>
<tr>
<td>7</td>
<td>Evaluate the different classifications and administrations of survey and observation methods.</td>
<td>LO2</td>
</tr>
<tr>
<td>8</td>
<td>Examine the different classifications of measurement scales and scaling techniques.</td>
<td>LO2</td>
</tr>
<tr>
<td>9</td>
<td>Explain the importance, objectives, principles, guidelines, and issues involved in questionnaire design.</td>
<td>LO2</td>
</tr>
<tr>
<td>10</td>
<td>Explain the sampling design process and different sampling techniques.</td>
<td>LO2</td>
</tr>
</tbody>
</table>

Task Length 2000 words +/- 10% in length (excluding references)

Due by date Thursday Week 9
### Assessment Task 2: Data analysis

**Task Description**
Data analysis report - The data analysis report is an individual written piece of assessment that allows you to demonstrate your technical understanding of the important aspects related to marketing research. For this assessment, you will be provided with the following:
- Case
- Questionnaire
- Dataset

To complete this assessment, you are required to write a short report on a set of data and answer specific questions using SPSS, which will be made available to you through MyLO.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Discuss the underlying procedures that guide collection and preparation of data for analysis.</td>
<td>LO3</td>
</tr>
<tr>
<td>2</td>
<td>Examine the different types of statistical tools and how they are applied to analyse different types of collected data.</td>
<td>LO3</td>
</tr>
<tr>
<td>3</td>
<td>Interpret and explain statistical output from a marketing perspective.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**
2000 words +/- 10% in length (excluding references)

**Due by date**
Thursday Week 12

### Assessment Task 3: Examination

**Task Description**
The final examination will be closed book. It will be of two (2) hours duration and is worth forty (40) marks. For this assessment, students are required to complete two (2) sections. Section A will consist of forty (40) multiple choice questions, all of which must be answered. Section A is worth twenty (20) marks. In Section B, students are required to answer four (4) out of six (6) short essay questions, each of which is worth five (5) marks. Section B is worth a total of twenty (20) marks.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Define and classify marketing research.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain the nature and scope of marketing research.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Analyse the importance and complexities involved in defining the marketing research problem.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Critically analyse the process and components of an approach to a marketing research problem.</td>
<td>LO1</td>
</tr>
<tr>
<td>5</td>
<td>Explain the definition and classification of research designs as well as the nature, advantages, disadvantages, and evaluations of secondary data.</td>
<td>LO2</td>
</tr>
<tr>
<td></td>
<td>Explain the distinctive nature of qualitative research and the different procedures by which it is undertaken.</td>
<td>LO2</td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------------------------------------------------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>7</td>
<td>Evaluate the different classifications and administrations of survey and observation methods.</td>
<td>LO2</td>
</tr>
<tr>
<td>8</td>
<td>Examine the different classifications of measurement scales and scaling techniques.</td>
<td>LO2</td>
</tr>
<tr>
<td>9</td>
<td>Explain the importance, objectives, principles, guidelines, and issues involved in questionnaire design.</td>
<td>LO2</td>
</tr>
<tr>
<td>10</td>
<td>Explain the sampling design process and different sampling techniques.</td>
<td>LO2</td>
</tr>
<tr>
<td>11</td>
<td>Discuss the underlying procedures that guide collection and preparation of data for analysis.</td>
<td>LO3</td>
</tr>
<tr>
<td>12</td>
<td>Examine the different types of statistical tools and how they are applied to analyse different types of collected data.</td>
<td>LO3</td>
</tr>
<tr>
<td>13</td>
<td>Interpret and explain statistical output from a marketing perspective.</td>
<td>LO3</td>
</tr>
<tr>
<td>14</td>
<td>Identify and analyse the characteristics of high-impact research</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**  
Two (2) hours, preceded by fifteen (15) minutes reading time.

**Due by date**  
Exam Period

---

**How your final result is determined**

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark
All grades are provisional, until confirmation by the Assessment Board at the end of semester.

**Submission of assignments**

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus (Hobart, Launceston or Cradle Coast).

Please remember that you are responsible for lodging your assessment items on or before the due date and time. Submission times are HOBART time, not local time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

**Requests for extensions**

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

**Penalties**

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.
Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

**Review of results and appeals**

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. If you have passed the unit you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:


---

**Academic referencing**

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.
Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

**Plagiarism**

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author’s words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student’s work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one’s own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

**Academic misconduct**

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

**MyLO**

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

**Getting help with MyLO**

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the [Getting Started in MyLO unit](#).

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the [MyLO Student Support page](#) on the University website.

If something is not working as it should, contact the Service Desk ([Service.Desk@utas.edu.au](mailto:Service.Desk@utas.edu.au), phone 6226 1818), or Request IT Help Online.

**Resources**

**Required readings**

You will need the following text [available from the Co-op Bookshop]:


**Recommended readings**


Hair, J.F. Jr & Lukas, B.A. 2015, Marketing Research, 4 thedn, McGraw-Hill Education.

Malhotra, N.K. 2008, Marketing research: an applied orientation, Prentice Hall, India

**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to [the Reading Lists page](#) on the University Library website.
Other Required Resources

To complete some learning activities, including Assessment Item 2, you will need access to the statistics software package, SPSS. SPSS is used in many marketing research firms to interrogate datasets. It is therefore of great relevance and usefulness to this unit.

You will need to be able to access and use SPSS, particularly in the latter half of the semester. SPSS is available on computers in labs at UTAS campuses in Sandy Bay, Launceston, and Cradle Coast. If you are studying by distance, you will need to download and install a free, 14-day trial version of SPSS. PLEASE DO NOT DOWNLOAD THE FREE TRIAL VERSION UNTIL ADVISED, as the trial will be available to you once and once only. We will provide you with further information about where and when to access the trial version of the software once the semester commences.

Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

Lectures

For attending students, there will be a series of thirteen (13) lectures delivered weekly throughout the semester. You are strongly encouraged to attend. The purpose of these lectures is to describe key principles that underpin marketing research practice. However, these lectures do not cover all there is to learn about the topic area. You will need to read and study further those areas covered in the lecture by sourcing and reviewing additional readings relevant to the topic available in the journals suggested under “Other Recommended Resources.” Similarly, it is not possible to cover in the lecture all the unit material contained in the prescribed text. However, all material in the prescribed text, whether covered in the lecture or not, forms the subject matter of discussion in tutorials and may be subject to formal assessment in the final
examination. It is expected that students review the learning materials (e.g., lecture slides, textbook, additional readings) relevant to the corresponding topic prior to attending the lecture.

For distance students, lectures will be recorded and available on MyLO. Allow a little time following the lecture for the recorded material to be uploaded and accessible.

Tutorials

For attending students, tutorial sessions commence in Week Two and are held weekly throughout the semester. It is strongly advised that students attend these tutorial sessions as discussions and activities undertaken in these sessions are critical to getting assessment tasks for the unit completed. Prior to attending tutorial sessions, students are expected to have prepared for activities that are due to be undertaken in the tutorial session for the corresponding week – that is, students are expected to have read the corresponding supplementary reading(s) and prepared their answers for discussion questions and activities. Students are expected to be active participants in tutorial sessions and should come to these sessions prepared to engage.

Specific attendance/performance requirements

N/A

Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Work Health and Safety (WHS)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s Work Health and Safety website and policy.
TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

WHEN YOU HAVE A QUESTION

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the ‘How to resolve a student complaint’ page.
Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITY/ READING</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Introduction to Marketing Research</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td>Defining the Marketing Research Problem and Developing an Approach</td>
<td>Chapter 2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>11 March</td>
<td>Research Design, Secondary and Syndicated Data</td>
<td>Chapter 3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>Qualitative Research</td>
<td>Chapter 4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>25 March</td>
<td>Survey Research and Observation</td>
<td>Chapter 5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Sampling Design and Procedures</td>
<td>Chapter 9</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>Measurement and Scaling</td>
<td>Chapter 7</td>
<td></td>
</tr>
<tr>
<td>8a</td>
<td>15 April</td>
<td>Questionnaire and Form Design</td>
<td>Chapter 8</td>
<td></td>
</tr>
</tbody>
</table>

Mid-semester break 18 April to 24 April (inclusive)

| 8b   | 25 April       | | | |
| 9    | 29 April       | Data Collection and Preparation | Chapter 10 | Research Proposal due Thursday 2pm |
| 10   | 6 May          | Data Analysis: Frequency Distribution, Hypothesis Testing, and Cross-Tabulation | Chapter 11 |          |
| 11   | 13 May         | Data Analysis: Hypothesis Testing Related to Differences, Correlation, and Regression | Chapter 12 | Report Presentation |
| 12   | 20 May         | Experimentation, Causal Research, and Overview | Chapter 6 | Data Analysis due Thursday 2pm |
| 13   | 27 May         | Publish Research/ Review of course content | Revision |          |

Exam Period 8 – 25 June (inclusive)
ACCREDITATION

AACS B Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.