Tasmanian School of Business and Economics

BMA611
MARKET RESEARCH AND DECISION-MAKING

Semester 2, 2018
Unit Outline

Professor Martin Grimmer
CONTACT DETAILS

Unit coordinator

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Consultation hours: By appointment
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## ACCREDITATION 11
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NOTICE

This Unit Outline refers to the Unit Outline Essential Information resource which includes information, policies and requirements relevant to this unit. You must read the Essential Information resource as it is considered part of this Unit Outline.

WHAT IS THE UNIT ABOUT?

Unit description

Businesses are changing constantly, and markets are moving at a rapid pace. This means that market research is critical for keeping abreast of such changes. Market research comprises a critical facet of marketing practice; playing a central role in supporting marketing management, business decision-making and helping to solve business problems. Market research is the key to identifying market opportunities and underpins the ability of a firm to make sound decisions.

This unit will develop your knowledge of market research principles; the main methods used in market research, and their role in supporting marketing decision-making. You will develop knowledge, critical analysis, and creative thinking to define market research problems, data measurement, questionnaire design, sampling, data collection, and data analysis and presentation of results to support marketing decisions. This unit will enable you to undertake market research and develop skills in making decisions based on market research data, solve marketing problems, use statistical software and develop your written communication.

Intended Learning Outcomes

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

1. Explain the theories and principles of market research and compare different approaches
2. Develop and implement a market research plan to solve marketing problem
3. Apply and appraise the ethical issues associated with the market research process

Alterations to the unit as a result of student feedback

The student feedback on the last offering of BMA611 in 2017 was very positive. The only suggestion was to start teaching the statistics software package SPSS in the workshops earlier in the semester, so this will be done in 2018.
## 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>Assessment Task 1: In-class online tests</td>
<td>Weeks 2-11</td>
<td>20%</td>
<td>1, 2</td>
</tr>
<tr>
<td>Assessment Task 2: Marketing literature reports</td>
<td>Weeks 3-6</td>
<td>20%</td>
<td>1, 2</td>
</tr>
<tr>
<td>Assessment Task 3: Marketing research plan</td>
<td>Week 9</td>
<td>25%</td>
<td>2, 3</td>
</tr>
<tr>
<td>Assessment Task 4: Marketing research report</td>
<td>Week 13</td>
<td>35%</td>
<td>2, 3</td>
</tr>
</tbody>
</table>

### Assessment details

#### Assessment task 1 – In-class online tests

**Task description**
In weeks 2-11 during the class, you will take an online test designed to assess your knowledge of key concepts and theories covered that week. Online tests will be available on MyLO only during the class. You will have up to 15 minutes to complete the test, and one (1) attempt will be permitted. Overall, you will take ten (10) individual online tests. These are self-marking tests, and you will know your result immediately. General feedback will be provided.

For **distance students**, a set time for the weekly release of the test will be negotiated.

More information on this assessment item will be provided in class and on MyLO.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Explain marketing research needs and objectives</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Explain the concepts related to, and the process of, implementing marketing research</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Compare qualitative and quantitative research methods and their application to marketing research problems</td>
</tr>
</tbody>
</table>
## Assessment task 2 – Marketing literature reports

**Task description**  
The aim of this assessment item is to develop your skills in understanding and evaluating marketing research papers. You will be assigned a peer-reviewed research article for each of four weeks and will be required to summarise the article in the form of a short report. This report will outline and assess:

1. The key aim and ideas of the research reported
2. The method(s) of data collection
3. The key findings
4. The key contribution(s) of the research

More information on this assessment item will be provided in class and on MyLO.

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<td>Criterion 4</td>
<td>Identify a marketing problem and develop research questions</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Interpret the findings from data analysis</td>
</tr>
<tr>
<td>Criterion 6</td>
<td>Communicate the research findings in such a way so as to inform decision-making, and recognise the biases and limitations of the process</td>
</tr>
<tr>
<td>Criterion 7</td>
<td>Critically analyse secondary and syndicated data sources and communicate solutions for research problems</td>
</tr>
</tbody>
</table>
### Task length
Four reports each of 500 words

### Due by date
Weeks 3-6 (handed to the unit coordinator in the class for that week for on-campus students; email for distance students)

### Assessment task 3 – Market research plan

#### Task description
The market research plan requires you to design a market research study for a research problem posed by the unit coordinator.

This assessment requires you to design a market research study, develop research objectives, and research questions of your choice, as a platform for a study. You should identify, design and discuss the following aspects of the study:

1. The research objectives/outcomes and provide a brief background that explains their merits (e.g., theoretical contribution and/or practical value)
2. The research questions to be tested and provide a rationale for each
3. The method(s) of data collection and the sample and provide a rationale for each
4. The ethical issues that may be encountered

More information on this assessment item will be provided in class and on MyLO.

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<thead>
<tr>
<th>Criteria</th>
<th>Measures Intended Learning Outcome:</th>
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</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Identify a marketing problem and develop research questions</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Develop a research plan, including sample definition, survey design, data collection method, and data analysis method</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Critically analyse secondary and syndicated data sources and communicate solutions for research problems</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Apply and demonstrate an ethical code of conduct in planning, implementing and analysing market research</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Task length</th>
<th>1500 words (excluding references)</th>
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<tbody>
<tr>
<td>Due by date</td>
<td>Week 9  5.00pm, Monday 17 September, 2018 (on MyLO)</td>
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</table>
### Assessment task 4 – Market research report

<table>
<thead>
<tr>
<th>Task description</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>The market research report involves the writing of a research report. You will be provided with a research brief including a number of client-focused research questions or problems, and a data set. You are required to analyse the data using SPSS to develop a client-focused market research report. The final report must be of a professional standard. Make your report understandable, translate the findings into ‘actionable items’, and most importantly, write in plain English. More information on this assessment item will be provided in class and on MyLO.</td>
<td></td>
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</tbody>
</table>

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<th>Measures Intended Learning Outcome:</th>
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<tr>
<td>Criterion 2</td>
<td>Interpret the findings from data analysis</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Communicate the research findings in such a way so as to inform decision-making, and recognise the biases and limitations of the process</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Apply and demonstrate an ethical code of conduct in planning, implementing and analysing market research</td>
</tr>
</tbody>
</table>

**Task length**: 2000 words (excluding references)

**Due by date**: Week 13 – 5.00pm, Friday 19 October, 2017 (on MyLO)
WHAT LEARNING OPPORTUNITIES ARE THERE?

Resources

Required readings
You will need the following text:


Recommended readings


Other recommended Resources

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. You are encouraged to review regularly the relevant papers that are published in:

Australasian Marketing Journal
European Journal of Marketing
Industrial Marketing Management
International Journal of Consumer Studies
International Journal of Research in Marketing
Journal of the Academy of Marketing Science
Journal of Advertising
Journal of Business Research
Journal of Consumer Behaviour
Journal of Consumer Research
Journal of Marketing
Journal of Marketing Management
Journal of Marketing Research
Journal of Retailing
Journal of Retailing & Consumer Services
Journal of Services Marketing
Marketing Science
Psychology & Marketing
Qualitative Marketing Research

The following are useful websites:

American Marketing Association www.ama.org
Australian Bureau of Statistics www.abs.gov.au
Australian Marketing Institute www.ami.org.au
European Society for Opinion and Marketing Research www.esomar.org
Google www.google.com
OmniPoll (formerly Newspoll) www.omnipoll.com.au
OzTAM www.oztam.com.au
SPSS For Beginners www.youtube.com/watch?v=ADDR3_Ng5CA
Statistical Horizons www.statisticalhorizons.com
Survey Sampling International (SSI) www.surveysampling.com
World Advertising Research Centre www.WARC.com

Equipment, materials, software, accounts

BMA611 will involve you learning the statistical software package SPSS. This is available on all University computers on the campus, including in the library. Distance students are asked to contact the unit coordinator to make arrangements for accessing SPSS.
Details of teaching arrangements

The unit will involve lectures of two hours, and workshops of one hour, built around theory, exercises, case discussions and problem solving. There will be a series of 13 weeks of lectures, and 12 weeks of workshops throughout the semester. Development of subject specific and cognitive skills are introduced in lectures and further practical skills developed through workshops, and readings, and consolidated by the use of scenarios and case study material. You are in charge of managing your own learning in this unit. You are expected to participate actively and positively in the teaching/learning environment. In this unit, theory and practice go together. Therefore, you must read the theory in the textbook as well as in any other readings in advance of the lectures and workshops so as to be able to use it and participate effectively.

Self-directed study is also an important aspect of this unit. You cannot develop the desired level of knowledge and skill from merely attending lectures and workshops. There is a unit textbook – read it! Further supplementary readings are provided on MyLO – you are not expected to read all of these, but you should study a selection of them and use them to inform your thinking and your work. Many of the readings will highlight alternative perspectives and they will help you to improve your skills in making critical evaluations.

This unit is also available in distance mode. All the lectures are recorded for the unit, and distance students are encouraged to listen to these each week when they become available. Depending upon the number of students enrolled in distance mode, online workshops will be run. If the number of students enrolled by distance is small, the unit coordinator will arrange regular one-to-one sessions.

Specific attendance/performance requirements

This is a 12.5% credit point unit with 3 hours class per week over 13 weeks. The total time commitment required for this unit is a minimum of 156 hours. Specifically, in addition to the 3 hours of class contact per week, you are expected to devote additional time in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision.

In this unit, your active engagement will be monitored in the following way:

1. Attendance in classes (on campus students) and completion of three in-class online quizzes (assessment item 1)
2. Completion of two marketing literature reports (assessment item 2)

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled, or you may be withdrawn from the unit.
### Unit schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>ACTIVITIES</th>
<th>TEXT CHAPTER / FURTHER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PART 1: INTRODUCTION</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>16 July</td>
<td>Introduction to the unit; Overview of market research</td>
<td>Lecture</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>23 July</td>
<td>The market research process and marketing decisions</td>
<td>Lecture &amp; workshop</td>
<td>2, 3 Assessment 1</td>
</tr>
<tr>
<td><strong>PART 2: QUALITATIVE METHODS</strong></td>
<td></td>
<td></td>
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<tr>
<td>3</td>
<td>30 July</td>
<td>Interviews and focus groups</td>
<td>Lecture &amp; workshop</td>
<td>4, 5 Assessment 1 Assessment 2</td>
</tr>
<tr>
<td>4</td>
<td>6 August</td>
<td>Observation; Using qualitative data</td>
<td>Lecture &amp; workshop</td>
<td>6, 7 Assessment 1 Assessment 2</td>
</tr>
<tr>
<td><strong>PART 3: QUANTITATIVE METHODS</strong></td>
<td></td>
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<tr>
<td>5</td>
<td>13 August</td>
<td>Measurement and questionnaire design</td>
<td>Lecture &amp; workshop</td>
<td>11, 12 Assessment 1 Assessment 2</td>
</tr>
<tr>
<td>6</td>
<td>20 August</td>
<td>Surveys and sampling</td>
<td>Lecture &amp; workshop</td>
<td>8, 10 Assessment 1 Assessment 2</td>
</tr>
<tr>
<td>7</td>
<td>27 August</td>
<td>Experiments and test markets</td>
<td>Lecture &amp; workshop</td>
<td>9 Assessment 1</td>
</tr>
<tr>
<td><strong>Mid-semester break: 3 September to 7 September (inclusive)</strong></td>
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<tr>
<td><strong>PART 4: DATA ANALYSIS</strong></td>
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<tr>
<td>8</td>
<td>10 September</td>
<td>Data preparation and preliminary analyses</td>
<td>Lecture &amp; workshop</td>
<td>13 Assessment 1</td>
</tr>
<tr>
<td>9</td>
<td>17 September</td>
<td>Data analysis: testing for difference</td>
<td>Lecture &amp; workshop</td>
<td>14 Assessment 1 Assessment 3</td>
</tr>
<tr>
<td>10</td>
<td>24 September</td>
<td>Data analysis: testing for association</td>
<td>Lecture &amp; workshop</td>
<td>15 Assessment 1</td>
</tr>
<tr>
<td>11</td>
<td>1 October</td>
<td>Preparing and presenting results</td>
<td>Lecture &amp; workshop</td>
<td>17</td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>SPSS revision</td>
<td>Lecture &amp; workshop</td>
<td>19 Assessment 4</td>
</tr>
<tr>
<td><strong>PART 5: REVIEW</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>13</td>
<td>15 October</td>
<td>Recap and review</td>
<td>Lecture</td>
<td></td>
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</table>

**Examination Period: 27 October to 13 November (inclusive)**
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.