Tasmanian School of Business & Economics (TSBE) (School)
College of Business and Economics (College)

BMA611
MARKET RESEARCH AND DECISION-MAKING
12.50 Credit points

Semester 2, 2019
Unit Outline

Unit Coordinator
Marcus Bai
CONTACT DETAILS

Unit coordinator

Unit coordinator: Marcus Bai
Campus: Sandy Bay
Email: Marcus.Bai@utas.edu.au
Phone: 0413 747 594
Room location and number: Room 150, Maths Building
Consultation hours: By appointment
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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
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

The student feedback on the last offering of BMA611 in 2018 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 2019.

Prior knowledge &/or skills

Nil
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>Test or quiz</td>
<td>Week 2-11 during the class</td>
<td>30</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>Plan</td>
<td>Friday, Week 9, 5pm</td>
<td>30</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>Report</td>
<td>Friday, Week 13, 5pm</td>
<td>40</td>
<td>LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Test or quiz

**Task Description**

In-class online tests - 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>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain marketing research needs and objectives.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Explain the concepts related to, and the process of, implementing marketing research.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Compare qualitative and quantitative research methods and their application to marketing research problems.</td>
<td>LO1</td>
</tr>
<tr>
<td>4</td>
<td>Critically analyse secondary and syndicated data sources and communicate solutions for research problems.</td>
<td>LO2</td>
</tr>
</tbody>
</table>

**Task Length** 15 minutes

**Due by date** Week 2-11 during the class
Assessment Task 2: Plan

Market research plan - 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.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify a marketing problem and develop research questions.</td>
<td>LO2</td>
</tr>
<tr>
<td>2</td>
<td>Develop a research plan, including sample definition, survey design, data collection method, and data analysis method.</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Critically analyse secondary and syndicated data sources and communicate solutions for research problems.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Apply and demonstrate an ethical code of conduct in planning, implementing and analysing market research.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Task Length: 1500 words (excluding references)

Due by date: Week 9 – 5pm, Friday 20 September, 2019

Assessment Task 3: Report

Marketing research report - 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.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify a marketing problem and develop research questions.</td>
<td>LO2</td>
</tr>
<tr>
<td>2</td>
<td>Interpret the findings from data analysis.</td>
<td>LO2</td>
</tr>
<tr>
<td>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>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Apply and demonstrate an ethical code of conduct in planning, implementing and analysing market research.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Task Length</th>
<th>2000 words (excluding references)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Due by date</td>
<td>Week 13 – 5pm, Friday 18 October 2019</td>
<td></td>
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**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.

Please remember that you are responsible for lodging your assessment items on or before the due date and 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.
Student Behaviour

The University Behaviour Policy sets out behaviour expectations for all members of our University community including students and staff.

The aim in doing so is to ensure that our community members are safe, feel valued and can actively contribute to our University mission.

It is expected that community members behave in a manner that is consistent with our University values – respect, fairness and justice, integrity, trust, responsibility and honesty. There are also certain behaviours that are considered inappropriate, such as unlawful discrimination, bullying and sexual misconduct.

The accompanying University Behaviour Procedure sets out the process and avenues that University community members can access to resolve concerns and complaints regarding inappropriate behaviour by a University community member. Wherever possible, the focus will be on early intervention and a ‘restorative’ approach that creates awareness of inappropriate behaviour and its impact on others. However, in some cases, students who engage in inappropriate behaviour may be subject to disciplinary proceedings, which may impact upon continuation of their studies.

Students can seek support and assistance from the Safe and Fair Community Unit SaFCU@utas.edu.au or ph: 6226 2560.

Matters are dealt with in confidence and with sensitivity.
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, 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


**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**

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
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

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.
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.

Communication
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.
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.
# Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date Beginning</th>
<th>Topic/Module/Focus Area</th>
<th>Text Chapters</th>
<th>Resources/Readings/Further Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15 July</td>
<td>Introduction to the unit; Overview of market research</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>22 July</td>
<td>The market research process and marketing decisions</td>
<td>2, 3</td>
<td>Assessment 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>PART 1: INTRODUCTION</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>29 July</td>
<td>Interviews and focus groups</td>
<td>4, 5</td>
<td>Assessment 1, Assessment 2</td>
</tr>
<tr>
<td>4</td>
<td>5 August</td>
<td>Observation; Using qualitative data</td>
<td>6, 7</td>
<td>Assessment 1, Assessment 2</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>PART 2: QUALITATIVE METHODS</strong></td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>12 August</td>
<td>Measurement and questionnaire design</td>
<td>11, 12</td>
<td>Assessment 1, Assessment 2</td>
</tr>
<tr>
<td>6</td>
<td>19 August</td>
<td>Surveys and sampling</td>
<td>8, 10</td>
<td>Assessment 1, Assessment 2</td>
</tr>
<tr>
<td>7</td>
<td>26 August</td>
<td>Experiments and test markets</td>
<td>9</td>
<td>Assessment 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Mid-semester break 2 – 8th September</strong></td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>9 September</td>
<td>Data preparation and preliminary analyses</td>
<td>13</td>
<td>Assessment 1</td>
</tr>
<tr>
<td>9</td>
<td>16 September</td>
<td>Data analysis: testing for difference</td>
<td>14</td>
<td>Assessment 1</td>
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<tr>
<td>10</td>
<td>23 September</td>
<td>Data analysis: testing for association</td>
<td>15</td>
<td>Assessment 1</td>
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<tr>
<td>11</td>
<td>30 September</td>
<td>Preparing and presenting results</td>
<td>17</td>
<td>Assessment 1</td>
</tr>
<tr>
<td>12</td>
<td>8 October</td>
<td>Database and standardised sources of marketing data</td>
<td>19</td>
<td></td>
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<tr>
<td></td>
<td>13</td>
<td>14 October</td>
<td>Recap and review</td>
<td>Assessment 3</td>
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Exam Period 26 October – 12 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.