Overview

This course offers an overview of the varied forms of marketing research that are used by practicing marketing managers to make informed decisions. Topics include: problem definition and research design, questionnaire design, sampling, interviewing, data analysis, interpretation, and reporting. The course is conducted through the implementation of a ‘live’ project, whereby students work with a client to develop a research proposal, design a questionnaire, collect data and analyse and present the findings of the research. There is an assumed knowledge that students are familiar with basic statistical methods, as they will learn how to use statistical software to analyse data and present findings in their final project. It is strongly recommended that students have had at least one course in statistics prior to enrolling into this course.
Faculty
UNSW Business School

School
School of Marketing

Study Level
Postgraduate

Offering Terms
Term 2, Term 3

Campus
Kensington

Indicative contact hours
4

Timetable
Visit timetable website for details
Conditions for Enrolment

Pre-requisite or Co-requisite: MARK5700 or MARK5800
Course Outline

To access course outline, please visit:

MARK5811 Course Outline
Fees

Commonwealth Supported Students $1395
Domestic Students $4410
International Students $6030

DISCLAIMER
Please note that the University reserves the right to vary student fees in line with relevant legislation. This fee information is provided as a guide and more specific information about fees, including fee policy, can be found on the fee website.

For advice about fees for courses with a fee displayed as "Not Applicable", including some Work Experience and UNSW Canberra at ADFA courses, please contact the relevant Faculty.

Where a Commonwealth Supported Students fee is displayed, it does not guarantee such places are available.
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179