Marketing Research

MARK2052 | 6 Units of Credit

Overview

Qualitative market research is addressed in this course. A core feature includes the undertaking of a major project that spans the duration of the semester. Students are taught basic market research skills and are provided with the opportunity to practise these skills in a real setting. Key areas of marketing research including problem identification, defining project scope, developing a research approach, conducting fieldwork, engaging in analysis and reporting are featured heavily. In addition, issues such as sampling, quantitative research tools and marketing implications are covered.
Faculty
UNSW Business School

School
School of Marketing

Study Level
Undergraduate

Offering Terms
Term 1, Term 2, Term 3

Campus
Kensington

Indicative contact hours
4

Timetable
Visit timetable website for details
Conditions for Enrolment

Prerequisite: MARK1012
Course Outline

To access course outline, please visit:

MARK2052 Course Outline
Fees

Commonwealth Supported Students  $836
Domestic Students  $5610
International Students  $5610

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