



CHRISTIAN HERITAGE COLLEGE

BZ351

MARKET RESEARCH AND ANALYSIS

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.

Unit code	BZ351	
Unit name	Market Research and Analysis	
Associated higher education awards	Associate Degree in Business Bachelor of Business	
Duration	One semester	
Level	Advanced	
Unit Coordinator	Anne Christie	
Core/Elective	Elective - Associate Degree in Business Core - Bachelor of Business (major in Marketing) Elective - Bachelor of Business (other majors)	
Weighting	Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business	
Student workload	Face-to-face on-site	External
	Timetabled hours per week: 3 Personal study hours per week: 7 Total workload hours per week: 10	Directed study hours per week: 6 Personal study hours per week: 4 Total workload hours per week: 10
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.	
Delivery mode	Face to face on site External Full time Part time	
Prerequisites/ Corequisites/ Restrictions	Prerequisites: BZ103 Introduction to Marketing BZ201 Data Analysis	
Specialist resource requirements	Nil	
Prescribed text(s)	Aaker, D. A., Kumar, V., Day, G. S., & Lawley, M. (2007). <i>Marketing research</i> (2 nd Pacific Rim ed.). Milton, QLD: John Wiley & Sons Australia.	

<p>Recommended readings</p>	<p>Books</p> <p>Hair, J. F. Jr., Bush, R. P., & Ortinau, D. J. (2003). <i>Marketing research: Within a changing information environment</i>. Sydney, NSW: McGrawHill.</p> <p>Kotler, P., Armstrong, G., Brown, L., & Adam, S. (2007). <i>Marketing</i> (7th ed.). Sydney, NSW: Prentice Hall.</p> <p>Tong, E., & Taylor, D. (2004). <i>Understanding marketing research</i>. Frenchs Forest, NSW: Pearson Education Australia.</p> <p>Watson, C. J., Billingsley, P., Croft, C. J., & Huntsberger, D. V. (1990). <i>Statistics for management and economics</i>. Sydney, NSW: Allyn and Bacon.</p> <p>Journals and Periodicals</p> <p><i>International Journal of Market Research</i> (World Advertising Research Center Ltd)</p> <p><i>European Journal of Marketing</i></p> <p><i>Journal of Marketing Theory and Practice</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p>Content</p>	<ol style="list-style-type: none"> 1. Introduction to the market research process 2. Defining the market research problem 3. Marketing research design 4. Sources of marketing design 5. Qualitative research design 6. Qualitative techniques 7. Planning 8. Measurement 9. Questionnaire design and administration 10. Experimentation 11. Sampling and sample size 12. Data analysis 13. Review
<p>Learning outcomes</p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> 1. Critically analyse issues related to the design, management and evaluation of research to support organisational products, and promotions and to contribute to resolution of organisational marketing problems; 2. Develop independently a research methodology and design appropriate to an organisation's marketing information needs; 3. Describe the techniques of marketing research, including measurement, sampling and data analysis for the purpose of creating reliable information on which to make useful recommendations; 4. Develop a market research proposal; 5. Incorporate a Biblical Christian perspective on ethical issues in market research;; 6. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.

Assessment tasks	Task 1: Three case studies
	Word Length/Duration: 600 words each
	Weighting: 30%
	Learning Outcomes: 1-3,5
	Assessed: Weeks 5, 8, 10
	Task 2: Mid-semester examination
	Word Length/Duration: 2 hours
	Weighting: 20%
	Learning Outcomes: 1-3, 5
	Assessed: Week 7
	Task 3: Group business report
	Word Length/Duration: 3000 words
Weighting: 50%	
Learning Outcomes: 1-6	
Assessed: Week 13	

SAMPLE