

APPROVED

BU7103: Marketing Research

Course Details

Course Code:	BU7103		
Course Title:	Marketing Research	APPROVED	
Short Title:	Marketing Research		
Course Level::	Level 7		
Valid From::	2020/2021 Sem 1		
Credits::	15		
Owner:	Business		
Assessment Method:	Achievement		
Course Aim	An exploration of the process of marketing research and its role in the achievement of organisational objectives. The course explores the academic concepts underlying business research and seeks to help students develop practical research skills.		

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Demonstrate a broad knowledge of the marketing research process.
2	Design and apply appropriate marketing research techniques in response to a marketing problem.
3	Undertake critical analysis and evaluation of marketing research methods and findings.
4	Demonstrate appropriate use of workplace skills and technology.
Requisites	
<ul style="list-style-type: none"> • Pre Requisite: BU6001 or BSB5001 or BSB5000 • Anti Requisite: BSB6103 	

No Examinations
Other Controlled Assessments
Assessment Type Presentation
Uncontrolled Assessments
Assessment Type Performance Project
Assessment Type Performance Project

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
DSM6001	Diploma in Social Media Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group