

BU7103

## Marketing Research



**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.

**Short Title** Marketing Research  
**Faculty** Business  
**Polytechnic Level**  
**Credits** 15

**Pre-requisites** BU6001 Or BSB5001 Or BSB5000

**Co-requisites** Nil

**Anti-requisites** BSB6103

**Version** 1

**Effective From** September, 2016

**Indicative NQF Level** 7

**Student Contact hrs** 60

**Self-directed hrs** 90

**Other directed hrs** 0

**Total learning hrs** 150

**Learning Outcomes**

- On successful completion of this course, students will be able to:
- 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.

**NQF Sub-strand**

Theoretical  
Understanding  
Practical  
Application of  
knowledge  
Generic, Problem  
Solving and  
Analytical Skills  
Autonomy,  
Responsibility,  
Context