

MKTG 2004 INTERNATIONAL MARKETING RESEARCH

Credit Points 10

Legacy Code 200374

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Description This subject aims to provide students with tools to undertake and critically evaluate simple international marketing research projects. It covers basic marketing research concepts and statistical techniques with emphasis on the impact of the international environment in conducting both primary and secondary data research.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Pre-requisite(s) MATH 1030 AND
MKTG 1006 AND
BUSM 1015

Assumed Knowledge

An understanding of the basic principles of marketing, international business and statistics.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Identify the information needs of international marketing managers;
2. Evaluate and access secondary sources of information about international trade and foreign markets;
3. Assess and apply relevant research concepts, tools and techniques;
4. Use a statistical package to analyse survey data;
5. Formulate and implement research designs that are appropriate for specific international marketing research problems;
6. Use research results to solve international marketing problems.

Subject Content

- marketing research in a global environment
- international marketing research process
- secondary data research in international marketing
- international marketing research design issues
- survey research
- scale development and questionnaire design for multi-country surveys
- sampling
- basic data analysis
- basic statistical techniques
- application of statistical techniques using SPSS
- interpretation of data analysis results
- report writing