



Course Outline 2009

MARKET 723: SPECIAL TOPIC-PROJECT IN MARKETNG (10 POINTS)

Course Prescription

Special Topic: Project in Marketing

Programme and Course Advice

Prerequisite: Market.713

It is preferable to complete this project after completing Market.702.

The Special Project in Marketing requires a supervised, independent investigation of a chosen aspect of marketing. The participant is required to present a 5000 word investigative report on a topic area of their choosing. This will usually include an introduction to the problem, a literature review, and may include some primary research, leading into conclusions and recommendations.

Goals of the Course

1. To independently design and implement a research-based project; and
2. To identify, locate, synthesise and interpret information in order to develop in-depth and actionable knowledge about a business issue or problem.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. frame a marketing issue or business problem in a research project format;
2. locate, evaluate and synthesise secondary information;
3. undertake relevant primary research; and
4. develop appropriate recommendations based on primary and secondary research.

Content Outline

- Supervisor Selection & Topic Negotiation
- Proposal Writing and Finalisation
- Project completion
- Project Submission

Learning and Teaching

The Special Project in Marketing requires a supervised, independent investigation of a chosen aspect of marketing. It requires approximately 40 hours of independent study, culminating in a 5000 word investigative report on a topic area of their choosing.

It is highly recommended that students complete Market.702 Understanding customers and market prior to embarking on this paper. Best done as a final or penultimate paper, this project provides the opportunity for supervised study into a topic area that will return considerable personal and business benefits. Past examples include new product introductions, industry analysis and reinvention, and an examination of alternative distribution and communication channels.

IMPORTANT: Please note that the project is an exploration of general marketing issues (e.g. commoditisation of FMCG products, capitalising on advances in IT in a business-to-business environment, implanting sound marketing planning processes in the health care industry). Therefore, a marketing plan or business problem specific to a given firm is NOT appropriate (e.g. how would xyz company increase sales). However, once a general understanding of the 'why' and 'what' of the marketing issue(s) is established, appropriate implications for a particular organisation (the 'how') can and should be made.

Teaching Staff

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Learning Resources

Supervisor will direct student on University information usage and primary research procedures.

Assessment

100% course work

	Individual/Team	Due Week	Weight	Learning outcomes
Project	Individual	10	100%	1, 2, 3, 4

Minimum requirement to pass the course: 50% overall aggregated marks.

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Project Completion

Project Submission