Master of Business (Research) (Marketing) (BS92)

**Year offered:** 2013  
**Admissions:** Yes  
**CRICOS code:** 054092M  
**Course duration (full-time):** 18 months  
**Course duration (part-time):** 3 years  
**Domestic Fees (indicative):** Aust citizens or PRs will be awarded an RTS/RTA place or a QUT sponsorship for tuition fees. If you exceed the max time, you may be charged - 2013: $10,800 (indicative) per 48 credit points  
**Start month:** February, July  
**Deferment allowed:** No  
**Total credit points:** 144 credit points (for entry without an Honours degree) or 96 credit points (for entry with Honours and where no further coursework is prescribed at point of admission)  
**Standard credit points per full-time semester:** 48  
**Standard credit points per part-time semester:** 24  
**Course coordinator:** Assistant Dean (Research)  
**Discipline coordinator:** Associate Professor Jennifer Bartlett  
**Campus:** Gardens Point  
**Attendance:** Part-time, Full-time  
**Additional Requirements:**

If applicants have an Honours degree (at level 2B or better) it must be relevant to the chosen discipline for the Master of Business (Research); or if applicants are entering from a pass degree, their undergraduate degree must include a major in an approved area, plus a grade point average of 5.5 or more on a 7 point scale; or applicants can present a case based on evidence of qualifications that demonstrates the applicants capacity to pursue the course of study.

In addition to assessing qualifications, the Business School must also be satisfied that adequate supervision and resources are available to support the applicants proposed research.

Research Proposal - the application for admission to the Master of Business (Research) must include details of the proposed research project.

**Course highlights**

- Complete 1 semester of coursework in research skill development before undertaking a 12-month research program, culminating in a thesis of approximately 50,000 words.
- Opportunities to enter the PhD program.
- Complete in 2-3 semesters full-time or 4-6 semesters part-time.

**Details:**

The Master of Business (Research) trains students in research methodology techniques and critical evaluation appropriate to their field of study through a specified program of research under academic supervision. In addition, you are trained in analysing both the literature and debate in the substantive areas of the thesis topic at an advanced level. It may also provide an entry point to a PhD program.

**Structures and Units**

For entry without an Honours degree, students must complete four approved coursework units (48 credit points) and a dissertation (96 credit points) as per the program of study for this major.

For entry with an Honours degree students must complete a dissertation (96 credit points).

**Mid-year entry students**

Students wishing to enrol in July should contact the Research Studies Office in the QUT Business School on 3138 1407 or bus.research@qut.edu.au for enrolment advice and course progression details.

**Enrolment**

The QUT Research Student Centre enrols all research students. Any questions regarding enrolment can be directed to the Research Studies Office in the QUT Business School on 3138 1407 or bus.research@qut.edu.au

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**Marketing**

Students must complete two prescribed units (24 credit points), two option (elective) units (24 credit points), and a thesis (96 credit points).

Select two of the following Core units:

- BSN412 Qualitative Research and Analytical Techniques
- BSN414 Quantitative Research Methods
- BSN502 Research Methodology
- BSN503 Research Seminar

Plus choose two Option (Elective) units:

These option units may be selected from any 12 credit point postgraduate unit in the specialisation area (Marketing), subject to the
approval of the School Research Coordinator.
Plus thesis units (96 credit points)

Potential Careers:
Market Research Manager, Marketing Officer/Manager.

UNIT SYNOPSES

BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.

Antirequisites: CON500
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

BSN414 QUANTITATIVE RESEARCH METHODS
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.

Credit points: 12
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2

BSN503 RESEARCH SEMINAR
In this unit students prepare detailed literature reviews relevant to the thesis or dissertation proposal. Students are required to prepare and present a detailed seminar paper describing and explaining the results of their review and its relevance to the thesis or dissertation proposal. The unit is in two parts: the first provides a series of lectures from staff advising as to the requirements of a thorough, well-directed literature search and review; the second consists of a series of seminars from students presenting their findings.

Credit points: 12
Contact hours: Flexible Mode
Campus: Gardens Point
Teaching period: 2013 SEM-1 and 2013 SEM-2