

Marketing Research

Module Code:	MAR5003-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Module Leader:	Mrs Helen Preece

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80.5
Examinations DO NOT USE	1.5

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
MSA	Management Development Institute of Singapore (MDIS) / Full Year
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 2
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To understand the range of marketing research techniques available, how they work and how they generate information for marketing decision making.

Outline Syllabus

The process of marketing research.
Research problems, objectives and information needs.
Writing a research proposal.
Research methods.
Implementing qualitative and quantitative research.
Data preparation and analysis.
Statistics for decision making.
Presenting results for marketing decisions.
Evaluating research.
Discussion on sustainable development.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 understand the appropriate use of marketing research techniques; specification of marketing problems in information needs; application of analysis frameworks.
- 2 write research proposals; design and implement research tools; and analyse and present data and information.
- 3 have skills in group management, project planning and management, report writing, interviewing, and decision making.

Learning, Teaching and Assessment Strategy

Lectures will be supported by project-based learning. Students will prepare 'live' research assignments, present ideas and concepts in seminars where feedback by tutor and peers will be given. Assignment work is given written feedback.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination	1.5 hours	50%	Yes
Summative	Coursework	Group assignment of up to 3000 words (or Individual reflective assignment of up to 1000 words if Supplementary)	-3000 words	50%	No

Legacy Code (if applicable)

MAN0708M

Reading List

To view Reading List, please go to [rebus:list](#).