

Consumer Insight

Module Code:	MAR6008-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Module Leader:	Mrs Helen Preece

Additional Tutors:
Elvira Ismagilova, Dr Kyoko Fukukawa

Pre-requisites:	Foundations of Marketing 2016-17
Co-requisites:	

Contact Hours

Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

Understanding consumers should be the central focus of any marketing oriented business. It is essential to successful marketing strategy that this understanding is in context of current and future market and competitive dynamics. This module aims to build on the understanding of consumer behaviour and core marketing research techniques covered in the level 5 module 'Understanding Consumers'.

Researchers and marketing executives are now expected to contribute more fully to decision

making and analysis and to being the voice of the consumer within their respective organisations.

Outline Syllabus

Understanding how the relevant industries utilising consumer insight have changed over recent years

Understanding the role of marketing researchers, planners and marketing executives in providing insight and market analysis

Understanding a range of relevant techniques used to gain depth of consumer insight

Discussing tools and criteria for deciding on appropriate techniques for a range of scenarios

Implementing those techniques in practise

Effective analysis of the data generated from relevant techniques

Sourcing, handling, analysing and interpreting relevant secondary data for market and competitive analysis

Ensuring results from insight and analysis is implemented and integrated effectively into decision making processes

Module Learning Outcomes

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

- 2
 - 2a: Apply methods and techniques presented within the module to given and chosen scenarios to improve insight and in turn improve marketing strategy
 - 2b: Design and implement insight techniques to deliver improved understanding of the customer journey
 - 2c: Analyse market and competitive data to provide relevant context to marketing decisions
- 3
 - 3a: To initiate and carry out individual projects
 - 3b: Take personal responsibility for decision making and time management
 - 3c: To make judgments, and to frame appropriate questions to achieve a solution
 - 3d: Develop written and oral presentation skills (using appropriate IT media).
- 1
 - 1a: Demonstrate a coherent and detailed understanding of a range of technique's available to provide consumer insight
 - 1b: Demonstrate a coherent and detailed understanding of a range of technique's available to provide analysis of the market and the competitive context of consumer decision making
 - 1c: Appreciate the need to make effective choices about the methods employed to provide insight in specific circumstances

Learning, Teaching and Assessment Strategy

The module will deliver 36 hours of teaching time. The emphasis will be equally balanced between lecture style delivery of knowledge and tutorial/workshop style delivery of practice and application. Tutorials will be largely student-led and activities will involve some case study analysis but mainly activity based learning and some small group/individual presentations. Extensive use of videos, formative assessments and the virtual learning environment will be used to help support student learning.

Directed study will build on these tutorials/workshops to encourage students to extend their knowledge and to practice the techniques covered within the module

For assessment students will develop a portfolio that will show their understanding and application of a range of research techniques and ability to analyse consumer behaviour and market data. This portfolio will centre on understanding the consumer journey/behaviour within a given market. LO, 1a, 1b, 1c, 2a, 2b, 2c, 3a, 3b, 3c.

Oral formative feedback will be given regularly by tutors during seminars and written summative feedback will be given after the submission of formal written work and verbal presentations.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual Coursework	0-4000 words	100%	Yes

Legacy Code (if applicable)

Reading List

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