Marketing Research: Theory and Practice

Module Code: MAR7012-A
Academic Year: 2018-19
Credit Rating: 10
School: School of Management
Subject Area: Marketing
FHEQ Level: FHEQ Level 7 (Masters)

Pre-requisites:
Co-requisites:

Contact Hours

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>12</td>
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<tr>
<td>Tutorials</td>
<td>12</td>
</tr>
<tr>
<td>Directed Study</td>
<td>76</td>
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Availability Periods

<table>
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<tr>
<th>Occurrence</th>
<th>Location/Period</th>
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<tbody>
<tr>
<td>BDA</td>
<td>University of Bradford / Semester 1 (Sep - Jan)</td>
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Module Aims

If marketing is about a business philosophy that centres on delivering what the customer wants, then marketing research is at the very heart of this philosophy. This module provides you with a working knowledge of the processes involved and the management skills required to identify marketing research needs, to design effective marketing research, to implement marketing research techniques and ensure resultant research data is used and applied to best effect.

Outline Syllabus

Understanding the nature of marketing research and its place within the business environment
Understanding the research process and the various people involved within that process
Uses and limitations of secondary research
Qualitative research - uses, planning and interviewing techniques
Observation research - uses, planning and implementation
Quantitative research - uses, planning and implementation, including questionnaire design
Research Ethics
Qualitative research analysis and interpretation
Quantitative research analysis and interpretation
Conducting International research

**Module Learning Outcomes**

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

1. 1a. Describe the nature of, and processes involved in, conducting a well designed, high quality, relevant and applicable marketing research project.
   1b. Identify the specific uses of a range of marketing research techniques/methodologies in the marketing and business environment i.e. identify how such techniques are applied to answer research questions
   1c. Identify and describe specific analysis tools and techniques appropriate to each of the research methodologies

2. 2a. Fit specific research techniques/methodologies to given research questions
   2b. Design effective and useable research instruments
   2c. Conduct research interviews
   2d. Analyse research data and provide conclusions and recommendations from it

3. 3a. Project planning and management
   3b. Self management and self motivation
   3c. Report writing
   3d. Interviewing
   3e. Analysis and decision making.
   3f. Group Management and team work
   3g. Verbal and Written Presentations

**Learning, Teaching and Assessment Strategy**

Weekly lectures provide you with the necessary academic knowledge. These are highly interactive in nature and include 'in lecture' exercises, videos and activities (LO a-c, 2a). There is also input from a guest lecturer with relevant business experience of marketing research techniques.

These lectures are supported by weekly tutorials. Tutorial activities encourage you to apply lecture material, and reading, in depth and utilise practical cases, class discussions, academic case studies and fieldwork (LO 2b-d, 3a-g).

These lectures are supported by weekly tutorials. Tutorial activities encourage you to apply lecture material, and reading, in depth and utilise practical cases, class discussions, academic case studies and fieldwork (LO 2b-d, 3a-g). Assessment is based on practical projects aimed at demonstrating your depth of understanding of the research process, and application of research and analysis technique, and in the form of an individual exam aimed at assessing breadth of knowledge across the course content.
Oral formative feedback is given regularly by tutors during tutorials.
Written summative feedback is given after the submission of coursework.

**Mode of Assessment**

<table>
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<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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<tr>
<td>Summative</td>
<td>Examination - closed book</td>
<td>Examination - closed book (1.5 hrs)</td>
<td>1.5 hours</td>
<td>50%</td>
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<tr>
<td>Summative</td>
<td>Coursework</td>
<td>Group practical projects; Supplementary: individual assignment of 1000 words</td>
<td></td>
<td>50%</td>
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**Legacy Code (if applicable)**
MAN4273M

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