

Module Details	
Module Title:	Consumer Insight
Module Code:	MAR6008-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Pre-requisites:	Foundations of Marketing 2016-17
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
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
<p>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'.</p> <p>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.</p>

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

Learning Outcomes

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
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).

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
Summative	Coursework	Individual Coursework	-4000 words	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html .

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.