

## **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**

Type	Hours
Lectures	12
Tutorials	12
Directed Study	76

### **Availability Periods**

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

### **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).

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Oral formative feedback is given regularly by tutors during tutorials.

Written summative feedback is given after the submission of coursework.

### **Mode of Assessment**

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination - closed book (1.5 hrs)	1.5 hours	50%	Yes
Summative	Coursework	Group practical projects; Supplementary: individual assignment of 1000 words		50%	No

### **Legacy Code (if applicable)**

MAN4273M

### **Reading List**

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