

MODULE DESCRIPTOR

MODULE TITLE	Marketing Research		
Module Code	25-4083-00L		
Level	4		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	50% Coursework 50% Examination		
Pre-Requisite Modules (if applicable)	N/A		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	YES	NO	

1 MODULE AIMS

The aims of this module are to:

- provide an insight into the role of marketing research in information systems;
- demonstrate the ways in which marketing research can support strategic marketing decisions; and
- develop the skills required to design an appropriate marketing research approach.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Outline and apply the essential principles and concepts of marketing research;
2. Identify the main issues in deciding a research approach;
3. Use specified techniques and processes to put together a marketing research plan; and
4. Solve given, defined research problems, using specified approaches.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

A variety of resources will be used, including lectures, discussions, videos and in class exercises.

Lectures are designed to introduce students to concepts techniques and frameworks. The lecture material will be supplemented and underpinned by recommended readings.

Seminar will take several forms from discussions to in class exercises, students will be expected to do any necessary preparation and reading prior to the seminars in order to make active contributions to discussions and in order to help facilitate their own learning.

The unit will be assessed by coursework and examination. Details of the coursework together with timings for submission will be given at the start of the unit.

• **ASSESSMENT STRATEGY AND METHODS**

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2,500	Yes
2	Exam	EX	50%	2 Hours	No

4 INDICATIVE MODULE CONTENTS / TOPICS

Introduction to marketing research.

- Role of marketing research in the Marketing Information System (MIS);
- Secondary research and databases;
- IT and the market research industry;
- Developing a marketing research plan;
- Basic survey design;
- Sampling;
- Questionnaire design;
- Qualitative research;
- Data analysis and interpretation; and
- Report writing and presentation.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.

THIS INFORMATION CAN BE FOUND IN

Module Handbook
Assessment Briefs
Course/Module Blackboard Site

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review

