



Module code	MR	NQF level	6
Credit value	15	Study duration	9 weeks

Marketing Research

This module aims to:

- Critically evaluate data collection methods
- Analyse and assess appropriate research designs for specific research projects
- Formulate a research proposal combining a variety of data collection methods
- Apply understanding of appropriate research technologies
- Critically examine ethical issues in business research
- Apply appropriate reporting and presentation methods to stimulate critical thinking

Learning outcomes

On completion of this module, students will be able to:

- critically evaluate data collection methods
- analyse and assess appropriate research designs for specific projects
- formulate a research proposal combining a variety of data collection methods
- apply understanding of appropriate research technologies
- critically examine ethical issues in business research
- apply appropriate reporting and presentation methods to stimulate critical and innovative thinking

Syllabus

- Marketing research in practice
- The market research process – planning and design
- Secondary data – sources and analysis
- Qualitative data – collection and analysis
- Observational data – collection and analysis
- Quantitative data – collection and analysis
- Survey and questionnaire design
- Sampling
- Presenting the research results and findings

Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion contribution	2 weeks	End of Unit 2 and Unit 6	20%
Mid-module assignment	1,500-2,000 words	End of Unit 4	30%
End of module project	1,500-2,000 words	End of Unit 9	30%
Journal entries	300-500 words	Bi-weekly submission	20%