Marketing Research

<table>
<thead>
<tr>
<th>Module Code</th>
<th>MR</th>
<th>NQF level:</th>
<th>6</th>
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<tbody>
<tr>
<td>Credit Value</td>
<td>15</td>
<td>Study duration:</td>
<td>9 weeks</td>
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This module aims to:
- Understand how market research is used to formulate marketing decisions;
- Establish how research information is gathered, analysed and presented;
- Identify means of designing and executing a market survey project;
- Recognise ways of reporting and presentation of research findings to stimulate critical and innovative 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
- Role of research in decision-making processes
- Manager-researcher relationships
- Development of research proposals
- Primary data collection (qualitative and quantitative research)
- Secondary research and data mining
- Role of technology in research
- Design, measurement, and errors in data collection
- Sampling
- Ethics in research
- Presentation of data

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.

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<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1500-2000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
<td>20%</td>
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