

MODULE DESCRIPTOR

MODULE TITLE	Marketing Research		
MODULE CODE	MK2206 (L5)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module introduces key concepts and methods in marketing research and the analysis of marketing problems. The aim of MK2206 is to equip students with an appreciation of the role of marketing research in the business environment. The module covers both qualitative and quantitative research methods and their application in marketing research, which provides a foundation to understand markets and consumers. Module assessments are based on developing a research proposal, planning and conducting a marketing research project for a live research brief.

MODULE CONTENT

INDICATIVE CONTENT

- Review of the marketing research process; management of research projects
- Designing a research project
- Taking a client brief
- Defining the research problem as it relates to the business problem
- Preparing a research proposal
- Sampling: Design and procedures
- Secondary research: Data collection and analysis
- Planning and conducting qualitative research
- Analysing qualitative data
- Planning and conducting quantitative research
- Analysing quantitative data
- Ethics and practice of research
- Writing a research report and giving an oral presentation of it to the client

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Understand, define and evaluate research objectives for given research problems at an appropriate level
2. Design appropriate research solutions to identified research problems, based on a clear understanding of a range of research approaches and techniques that are practicable for any marketing research project.
3. Provide recommendations to support the decision-making process, based on clear understanding of the information gathered during the research process
4. Analyse and evaluate choices made at each stage in the process

TEACHING METHODS

Learning takes place in a three-hour weekly lecture and seminar series. Module tutor covers the theories in the lectures and students engage in discussion or practical tasks and exercises in interactive seminars. The module will be delivered at UCLan Preston City campus.

In this module students will develop a research proposal and conduct a research for a live project so students need to do a field research to collect qualitative and quantitative data for their research project.

ASSESSMENT METHODS

This module is assessed through a Research proposal (individual) (40%) and a Research project (Group Work) (60%).