

Unit Title	Marketing Research
Programme(s)/Course	BA Marketing, CH Marketing,
Level	Five
Semester	Two
Ref No:	
Credit Value	20 CATS Points
Student Study hours	Contact hours: 60 Student managed learning hours: 140
Pre-requisite learning	Introduction to Marketing & Consumer Behaviour Level 5
Co-requisites	
Excluded combinations	
Unit Coordinator [Name + e mail address]	Anita Peleg pelega@lsbu.ac.uk
Parent Department	Business
Parent Course	BA Marketing
Description [100 words max]	This unit covers the principles and practice of Marketing Research from problem definition through research design, analysis and conclusion. It provides students with the knowledge, techniques and skills required to plan and conduct a Marketing Research project as well as analyse and report the findings. The emphasis will be on experiencing practical Marketing Research problems in different contexts, through case study analysis and practical project work, and developing techniques for their solution. The unit links with all the other Marketing units as it constitutes the process through which information is collected to solve problems in marketing situations.
JACS Code	
Aims	The main aim of this unit is to provide students with the general theoretical knowledge, the analytical techniques and practical skills related to Marketing Research; and to develop the student's abilities to plan, carry out and produce high quality Marketing Research reports.

	<p>This is particularly useful for students interested in a career in marketing or market research, either as users or providers of information.</p> <p>Market research provides the information which enables marketing and general managers to take better decisions. Therefore this unit links with all others in the Marketing Field.</p>
<p>Learning outcomes</p>	<p><i>Knowledge and Understanding</i> On completion of this unit, students will:</p> <ul style="list-style-type: none"> • Have a detailed knowledge of the methods available to carry out market research • Understand the theory of different methodological approaches • Have an awareness of the different uses and applications of the various research methodology and analysis <p>Intellectual Skills On completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> • Apply a thorough understanding of the theoretical basis for market research activity to business situations. • Select and evaluate the most appropriate methods of survey/research • Apply the research process and techniques to different contexts. • Present, interpret and analyse data generated by secondary and primary research <p>Practical Skills On completion of this unit, students will be able to:</p> <ul style="list-style-type: none"> • Design a research project • Carry out secondary and primary research, qualitative and/or quantitative research. • Apply the uses of it at all stages of the research process • Produce effective marketing research reports. <p>Transferable skills This unit will provide the development of the following skills:</p> <ul style="list-style-type: none"> • Self-confidence in oral and written communication • Work effectively as part of a team • Self reflection and self evaluation • Information management • IT, data processing and data analysis skills
<p>Employability</p>	<p>Employability skills are embedded and developed within the teaching & learning of this unit. These include team working, time management and communication skills as well as many analytical and numerical management techniques. In particular, the project will develop specific skills to enhance employment potential for Market Research positions</p>
<p>Teaching & Learning</p>	<p>1. Two Hour Lecture/discussion of the main topic</p>

<p>Pattern</p>	<p>2. Two Hour Practical Seminar/Workshop::</p> <ul style="list-style-type: none"> • Group project facilitation. • Case study/discussion of a specific research application/problem • Data analysis exercises
<p>Indicative content</p>	<p>Overview of the Main Content</p> <p>The unit will cover:</p> <ol style="list-style-type: none"> a) Market Research in context. The role of marketing in the business. Position and function of market research. b) The market research process. Preparing a brief and proposal. Planning and implementing a research project. c) Research Design. Secondary research & Primary research. Exploratory, conclusive and performance monitoring research. d) Qualitative and Quantitative Research. Research tools. Sampling and scaling. Methods of collecting data. Recruitment. e) Practical applications of market research. Product development. Advertising research. Business to business research. Distribution research. f) Data analysis and presentation. Using and analysing market research information. Data analysis techniques. Presenting information. g) Information technology. Contribution of IT to market research. h) Practical research project. Planning & execution of a live market research project

Assessment method (Please give details – elements, weightings, sequence of elements, final component)	<p>50% examination (2 hour 15 mins)</p> <p>50% coursework</p> <p>Group Project 35% (2500 words)</p> <p>Individual Data Assignment 15% (500 words)</p>
Indicative Reading	<p>CORE READING:</p> <p>Please try and refer to the most up to date version of one or two of the following texts.</p> <p>Burns A & Bush R, (2010) <i>Marketing Research 4th edition</i> Prentice Hall</p> <p>Kinncar, C & Taylor, R (1999) <i>Marketing Research, An Applied Approach</i>; McGraw-Hill</p> <p>McDaniel L & Gates R, (2009) <i>Contemporary Marketing Research</i> South Western</p> <p>Malhotra N K, (2010) <i>Marketing Research, an applied orientation (European Edition)</i> Prentice Hall</p> <p>Jarboe G R (2007) <i>Marketing Research Project Manual 4ed</i> South Western</p> <p>Saunders, Lewis, Thornhill (2009) <i>Research Methods for Business Students</i> Prentice Hall</p> <p>Students will be expected to familiarise themselves with the following:</p> <p>The Code of Practice of the Market Research Society MRS Guidelines of the Market Research Society MRS</p> <p>(These are available free at www.marketresearch.org.uk)</p> <p>Optional Materials</p> <p>Aaker, D.A. & Day G.S, (2009) <i>Applied Marketing Research</i>, Addison–Wesley</p> <p>Chisnall P.M, (2008) <i>Marketing Research (5th edition)</i> McGraw Hill</p> <p>Crimp M & Wright L, (2005) <i>The Marketing Research Process</i> Prentice Hall</p> <p>Green, S.E, & Tull, D.S, <i>Research for Marketing Decisions</i>, Prentice-Hall</p> <p>Proctor T, (2009) <i>Essentials of Marketing Research</i> FT Prentice Hall</p> <p>Birn R <i>Effective Use of Market Research (3rd ed.)</i> Kogan Page</p> <p>Crouch S, <i>Marketing Research for Managers</i> Heinemann</p> <p>Diamantopoulos A & Schlegelmilch B (1997) <i>Taking the fear out of data analysis</i> ITP</p> <p>Gordon W & Langmaid R. <i>Qualitative Market Research</i> Gower</p> <p>Gordon W, <i>Good Thinking – A Guide to Qualitative Research</i> Admap</p> <p>Hague P & Jackson P (2004) <i>Market Research: A Guide (3rd ed.)</i> Kogan Page</p> <p>Saunders, Lewis, Thornhill (2005) <i>Research Methods for Business</i></p>

	<p><i>Students</i> Prentice Hall Walker R. (2003) <i>Applied Qualitative Market Research</i> Dartmouth West C (2000) <i>Marketing Research</i> Macmillan</p>
<p>Other Learning Resource:</p>	<p>Journals & Magazines</p> <p>Research MRS</p> <p>International Journal of Market Research (formerly JMRS) MRS/NTC (notably Vol. 38/4 & Vol. 39/1)</p> <p>Journal of Market Research AMA</p> <p>Marketing Week Centaur</p> <p>Marketing Haymarket</p> <p>Other publications of the American Marketing Association (USA), Advertising Research Foundation (USA), Professional Market Research Society (Canada), Market Research Society (UK), ESOMAR (Europe), Marketing Research Association (USA).</p> <p>Web sites of market research agencies and data publishers and providers</p>