

## **APPLIED MARKET RESEARCH**

<b>Theme:</b>	Marketing
<b>Assessment Weighting:</b>	40% Coursework 60% Examination

### **INTRODUCTION**

This module has been specifically designed to offer students a sound understanding of the role and importance of market research within organisations, with particular emphasis on the role of market information in decision-making. Having developed a detailed understanding of marketing issues and core decision making areas in previous modules, the main objective of this module is to help students to understand the central concepts of marketing research, the available methods of conducting research and how to use research to solve the problems/opportunities a company may face.

### **AIMS**

The aims of this module are to:

- Outline the concept of the market research process and how it can be effectively utilised to benefit organisational decision making processes.
- Enable the students to develop essential research skills which are a key component of the business environment.
- Give the students the opportunity to demonstrate competencies in conducting market research activities.
- Develop the students analytical and decision making skills in the interpretation of data.

### **LEARNING OUTCOMES**

On successful completion of this module, students should be able to:

- Demonstrate an in-depth knowledge and understanding of the tools and techniques in market research.
- Identify and execute standard marketing research activities.
- Demonstrate an ability to carry out research using tools such as a questionnaire and/or focus groups.
- Critically evaluate marketing research projects and reports.
- Express the relevance of market research to decision making.
- Design and implement a Market Research exercise according to standard processes.

## **SYLLABUS**

### **Problem Definition and Research Design**

- Steps in conducting the market research project
- Research proposal formulation
- Setting research objectives and writing hypotheses

### **Quantitative and Qualitative Research**

- Exploratory Research- Focus Groups, In Depth Interviews and Projective Techniques
- Descriptive Research- Surveys, Observation
- Overview of Causal Research- Experimentation
- Data collection approaches

### **Research Instrument Design**

- Measurement concepts and attitude scaling
- Questionnaire design

### **Executing the Research**

- Sampling procedures
- Managing field research
- Data preparation and reporting

### **Data Analysis Techniques**

- Univariate, bivariate and multivariate techniques
- Descriptive statistics
- Analysing Qualitative Data
- Hypothesis testing
- Dependence and interdependence methods of analysis

### **Outsourcing Market Research Activities**

- Managing the agency relationship
- The research agency industry in Ireland
- Choosing and evaluating marketing research facilitation agencies

### **Ethics in Market Research**

- Researchers integrity
- Fair treatment of respondents
- Responsibilities to clients
- “Slugging”

- Ethical Dilemmas
- Internet Research
- ICC/ESOMAR Codes of Conduct for Market Research