



Module Study Guide

Academic Year 2020–2021

MR – Market Research

Level: 5

Credits : 5 ECTS/ 10 UK credits

Academic Partner:

Marbella International University Centre (MIUC)

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1 Module overview

1.1 Introduction

Market research is considered a practical decision-making tool in the fields of business and marketing. This module aims to equip you with a comprehensive understanding of how market research can help you make business decisions and how you can transform research findings into actionable business and marketing insights.

1.2 Module summary content and aims

The module aims to help you start building the ability to evaluate and accurately interpret research. During the module, we will discuss topics including how to translate a management problem into a feasible research question, and how to draw appropriate conclusions from research results. Moreover, upon completion of the module, you will also understand the contributions and limitations of market research.

The module will be taught through weekly lectures and practical seminars. In the lecture, the main concepts and ideas will be explained by the module leader, and the seminars will provide the space to discuss the compulsory readings and develop a research plan, collect and analyse data and present findings as a class project. It is essential that you fully engage with your self-study along the week sessions apart from your previous reading before every lesson. The module will have its own Blackboard page on which you will access readings, examples, and lecture notes.

1.3 Learning outcomes to be assessed

At the end of the module you will be able to:

- LO1. Interpret and translate a business problem into a feasible research question
- LO2. Differentiate between the different concepts and methods of marketing research
- LO3. Draw appropriate conclusions from research results using relevant data

1.4 Indicative Contact Hours

Teaching Contact Hours	56 hours
Independent Study Hours	144 hours (for modules with 20 UK credits) 44 hours (for modules with 10 UK credits)
Total Learning Hours	200 hours (for modules with 20 UK credits) 100 hours (for modules with 10 UK credits)

1.5 Summative assessment grid

Type of Assessment	Word Count or equivalent	Threshold (if Professional Body-PSRB applies)	Weighting	Pass Mark	Submission due-date & time	Method of Submission & Date of Feedback
A1 - Market Research Report	2.200 words (+/-10%)	n/a	100%	40%	Week 16 (Date and time TBC)	Via NEOlms & 10 working days after the assessment

1.6 Assessment brief including criteria mapped to learning outcomes

1.6.1 Assessment 1: Market Research Report 100% of final mark)

The Market research report assignment requires you to create a three real market research report related to three different techniques: Exploratory, descriptive and Casual. The market research will be developed during the semester and with the teachers guidance. All instructions and step-by-step on how to create the market research will be designed in the formative assessments that will take place during the semester.

Feedback will be provided to you regularly during the semester. This will help you achieve a higher mark. In case of any further questions, please do not hesitate to contact the module leader.

Marking Criteria for Assessment 1: (LO-01, LO-02, LO-03 will be assessed).

This assessment will be marked according to the following criteria:

Knowledge and Understanding (20%): Students need to identify the market research objectives that need to be addressed through the market research process. Students also need to determine the design of research, data collection techniques, and the suitable source and the types of data to show an appropriate understanding of concepts.

Cognitive Skills (30%): Students are expected to reason their own recommendations and to apply the appropriate tools to analyse and interpret the data.

Practical/Professional Skills (30%): Students need to be able to collect and organise the relevant data for the analysis and present it properly in a report form.

Transferable Skills (20%): Students need to present their work in a clear, concise and consistent manner. Referencing should be correct and appropriate following Harvard referencing style.

For guidance on online submission of assignments, including how to submit and how to access online feedback, please refer to the MIUC Ims student guideline.

1.7 Learning materials

The reading list for this module is available on Ims in the module area

1.7.1 Core textbook(s):

Dodson, I. (2016) *The Art of Digital Marketing: The definitive guide to creating strategic, targeted and measurable online campaigns*. Hoboken: Wiley & Sons.

Hague, P., Harrison, M., Cupman, J., & Truman, O. (2016). *Market research in practice: an introduction to gaining greater market insight*. Kogan Page.

McGivern, Y. (2013). *The practice of market research: An introduction*. Pearson.

Mooi, E., & Sarstedt, M. (2014). *A Concise guide to market research: The process, data, and methods using IBM SPSS statistics*. Springer.

1.7.2 IT, audio-visual or learning technology resources

Prezi presentations, Youtube videos and other academic articles will be available on NEOIms as supplementary reading/resources.

Harvard Business Review. (2018). *Market Research*. Available at: <https://hbr.org/topic/market-research>

1.7.3 Other recommended reading:

MacQuarrie, E. F. (2006). *The market research toolbox: A concise guide for beginners*. Thousand Oaks, CA: SAGE Publications.

Pettit, R. C. (2008). *Learning from winners: How the ARF David Ogilvy Award winners use market research to create advertising success*. New York: ARF.

Poynter, R., Williams, N., & York, S. (2014). *The handbook of mobile market research: Tools and techniques for market researchers*. West Sussex: Wiley & Sons.

Poynter, R. (2010). *The handbook of online and social media research: Tools and techniques for market researchers*. West Sussex: Wiley & Sons.

Zikmund, W. G., & Babin, B. J. (2010). *Essentials of marketing research*. Mason, OH: South-Western: CENGAGE Learning.

1.7.4 Other resources:

Remember to log into MIUC NEOlms platform daily to receive all the latest news and support available at your module sites!

2 Things you need to know

2.1 Engagement

During the academic year 2020-21, the health, welfare and safety of all our students and staff is our top priority as Spain continues to deal with the ongoing implications of the COVID-19 outbreak.

Face to-face-teaching, access to MIUC facilities and being part of our unique University community are key parts of the excellent student experience at MIUC. We have been working to create a safe and efficient plan that will allow us to deliver these elements when you start with us in the fall semester, subject to government regulation.

MIUC will be ready to teach in September and we are committed to engaging with you as closely as we can, and to ensuring that you have a rich educational experience that is safe and protected to ensure that you continue to get the most from the University life and the city of Marbella.

Whether you are engaging with teaching and learning activities on site or via the MIUC Virtual Learning Environment, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled on site or online activities or complete activities in the timeframes set out, you should let your module leaders know. You should aim to stick to assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your module leaders. Your engagement, whether online or on site, will be tracked and if we see that you are not engaging, we will get in contact with you. However, we encourage you to let us know if you are struggling so we can work with you to find solutions and get you back on track as soon as possible. Give yourself the best possible chance to succeed by engaging with the full range of learning and teaching activities available to you.

2.2 Need help, just ask

The University recognises that there are times when you may encounter difficulties during your course of study and provisions are made to help you. If you are struggling with meeting deadlines please talk to us, whether it's your course/module leader, personal tutor or any member of staff, speak to them so they can get you the support you need to succeed. You can extend your deadline if you have a good reason why you are not able to submit a piece of coursework on time, [apply online for an extension](#) before your deadline. An extension will allow you an extra 10 working days. If an extension is not sufficient and circumstances beyond your control are preventing you from completing your assessment, then you can, [apply online for mitigation](#).

Please remember late submission without extension or mitigation will result in penalties depending on how late it is, see [Academic Regulations](#).

You are reminded that MIUC applies penalties to students who commit an academic offence, in which case the Academic Offences Regulations will be used to deal with any cases of academic misconduct including examination offences, plagiarism and other means of cheating to obtain an advantage.

You are encouraged to seek advice from the Students' Union and counselling service which support you with all aspects of your academic experience by providing advice and guidance to ensure you are fully informed of the academic regulations as well as advocate for student views.

You are expected to behave in line with University expectations, irrespective of whether your interactions with staff and other students are in person or online. As you will be engaging with others

online and a range of online materials, it is important to consider how to stay safe online and ensure your communications are secure and appropriate. If you have any questions about how to manage your online activities, please contact your module leader.

If you have an issue about the module, you should speak to your Module Leader or Course Leader informally in the first instance. Your Course Representative can also raise your concerns at Course Committees, which take place each semester. If you are unable to resolve it informally, you should refer to the Complaints Procedure which is outlined in the student handbook and consult the Students' Union about it. The University aims to ensure that issues are resolved informally as quickly as possible to have minimum impact on your studies.

2.3 Getting support for your studies

Throughout your course of study, you will have access to a wide variety of sources of support depending on your individual circumstances and needs. Your first point of call for getting general academic support is your Personal Tutor. As well as approaching your Module Leader with any questions specifically related to your module and your Course Leader with questions on your Course, do contact your Personal Tutor for academic advice in relation your studies and your academic development.

Apart from the University-wide support framework, which encompasses the Module Leaders, Course Leader, the Subject Librarian and your Course Administrator, you will also have at your disposal the MIUC Academic Support Team. The Team offers Academic Skills Workshops throughout the year, helping you to develop skills relevant to your degree. Workshops include for instance Essay Planning and Writing; Critical Thinking; Reflective Writing; Group Work and Presentation Skills.

English Language support and One-to-one academic support opportunities are also available. For information about all these services, please consult the Academic Office.

2.4 Student support

In addition to the support listed in the previous section, there is also more help offered by MIUC Student services, consisting of Student Life Department, Internship Support, Life Coaching Service and Counselling service. They offer a wide range of support and services consisting of extracurricular activities; Careers and internship support; Student Welfare and Counselling.

Contact Student Services for more information at:

Student Life Department: student.life@miuc.org

Internship Support: TBC

Life Coaching Service: Ms. Ana Cante, ana.cante@miuc.org

Counselling Service: Ms. Eva Berkovic, eva@miuc.org

2.5 Module evaluation – have your say!

Towards the end of the module you will be invited to provide some anonymous feedback to the Module Leader through a (online) survey. This is your opportunity to give some direct feedback about the module through a series of questions and free text. Your constructive feedback will help the Module Leader and teaching team to understand the module experience from your perspective and helps inform the development of the module.



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