

Module Study Guide

Academic Year 2022–2023

Market Research Methods

Level: 7
Credits: 10 ECTS

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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.

Expectations

Specific expectations students can have of tutors:

- Constructive formative feedback on draft for the assessment (not including written examination, oral assignment).
- Slides and learning materials made available on the learning platform.
- Assessment marks and summative feedback given within fifteen working days from the assessment submission deadline.

Specific expectations tutors will have of students:

- Attend all teaching and activity sessions.
- Behave professionally in classes and avoid disruption to class and other students.
- Inform module leader via email and fill out the absence notification/justification form online beforehand when not able to attend any classes.
- Participate and communicate professionally in class and with module leader.
- Attempt all assessments by submission deadline and communicate with the module leader if there are any extenuating circumstances to explore extensions requests and/or mitigation claims.

1.3 Learning outcomes to be assessed

At the end of the module the students 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
Total Learning Hours	200 hours

2 Assessment and feedback

2.1 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%	50	Week 16 (date and time TBC)	Via MIUC LMS & 10 working days after the assessment

2.2 Assessment brief including criteria mapped to learning outcomes

2.2.1 Assessment 1: MArket Research Report

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 lms student guideline.

Employability Skills:

These assessments covers the following employability skills, which you could demonstrate on your CV and at job interviews if you successfully pass the assessment:

- 1 - Problem solving
- 2 - Critical thinking
- 3 - Planning and organisation skills
- 4 - Enterprising
- 5 - Decision making

2.3 Learning materials

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

2.3.1 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. Mooij, E., &

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

2.3.1 Other recommended reading:

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

Harvard Business Review. (2018). *Market Research.* Available at:

<https://hbr.org/topic/marketresearch>

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:

2.3.1 Other resources:

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

3 Things you need to know

3.1 Our Expectations

You are expected to behave in accordance with the [Student Code of Conduct](#), and treat others with kindness and respect whether at university or online. It's important to consider your safety and the safety of others around you, especially how to stay safe online and ensure your communications are secure and appropriate.

Whether you are engaging with teaching and learning activities onsite or online, we expect the same level of commitment and engagement from you. If you are unable to attend scheduled onsite or online activities, or complete activities in the time frames set out, you should let your tutors know.

You should aim to meet assessment deadlines; if you are concerned that you will not be able to complete your assessments on time, you should talk to your tutors. Your engagement, whether online or onsite, will be tracked and if we see that you are not engaging, we will get in contact with you.

Please remember that your course team is here to support you so if you are having problems, let us know 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.

3.2 Getting Support

Graduating with a UWL degree will open up a world of opportunities for you, but we understand that the journey to get there is not always easy – especially when you are combining studying with work, caring for others, or dealing with illness. That is why we offer lots of support to help you meet your full potential.

3.2.1 Personal Tutors, Module Leaders, Subject Librarians, and Course Leaders

Your Personal Tutor can help if you're worried about your studies, need academic advice, or want to find the best way for you to succeed.

Your Module Leader can help if you're struggling with work, don't think you can meet a deadline, or there was something you didn't understand or want to know more about.

Your Subject Librarian can help you with finding, evaluating, reading, and referencing sources. They offer drop-ins and workshops throughout the year.

Your Course Leader can help with any questions about the course you're studying, such as any course-specific requirements or options.

3.2.1 Meeting Deadlines

You should always try your best to submit your work on time. If you submit coursework late, within 10 calendar days of the deadline, then the maximum mark you will be able to get for that work will be the pass mark. Anything submitted after this would be counted as a non-submission.

We understand that there may be times when you experience circumstances outside of your control that mean you are not able to submit on time. It's a good idea to talk your Module Leader if you're not going to be able to submit on time so that they can support you and make you aware of any services that can help.

Where exceptional circumstances mean you'll be submitting your coursework late, you can request an extension before your deadline. An extension means that the penalty for submitting up to 10 calendar days late will not apply.

If your circumstances are so serious that you are not able to submit at all or are unable to attend an in-person assessment like an exam or in-class test, then you can request mitigation

for the assessment. Mitigation means that you can submit work at the next available attempt instead.

If you request an extension or mitigation before the deadline you can choose to self-certify, meaning that you do not have to provide evidence, so long as you provide a valid reason for the request. You can only self-certify three assessments per academic year. If you have used all your self-certification opportunities, or requested mitigation after the deadline, you will need to provide evidence of your exceptional circumstances for your request to be granted.

3.3 Making an Impact

3.3.1 When there's an issue

If something's negatively impacting your experience at university, you should raise this informally with your Module Leader or Course Leader.

We aim to ensure that any issues are resolved as quickly as possible to have minimum impact on your studies.

3.3.1 Module Evaluation Surveys

Towards the end of the module, you will be invited to provide some anonymous feedback to the Module Leader through an online survey. This is your opportunity to give 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.

At the end of the survey period, a response to the survey will be available so that you can see the impact your voice has had.

