

Title of Module:	BUSINESS & MARKETING RESEARCH
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Code: MARK08001	SCQF Level: 8	Credit Points: 20	ECTS: 10
School:	Business School		
Module Co-ordinator:	Valerie Will		
Trimester:	One		

Summary of Module:

The aim of this module is to develop students' understanding of business and marketing research so that they can conduct practical research tasks.

The module begins by defining and explaining the role of research in business in general and in marketing in particular. A range of research tools will be discussed and students are given the opportunity to practise developing actual research instruments such as questionnaires.

The syllabus will include the following topics:

- Definition of the research process
- The rationale for research
- Secondary data collection and evaluation
- Primary data collection methods (qualitative and quantitative)
- Sampling
- Analysis of data (qualitative and quantitative)
- Presentation of fieldwork; writing up reports
- The use and importance of market research for a variety of business purposes

It is envisaged that the module will be useful for both marketing students and those from other areas.

Learning Outcomes:

At the end of this module the student will be able to:

L1. appreciate the necessity for research in business/marketing

L2. understand when and why different research tools are used

L3. conduct practical research tasks

L4. understand how to present business/marketing research information in an accessible way

(N.B. The above learning outcomes should relate to SCQF Level Descriptors referred to within Section 7.)

Pre-requisites:	Before undertaking this module the student should have undertaken the following:		
	Module Code:	Module Title:	Marketing Concepts or equivalent

Learning and Teaching:

This module is taught at Paisley campus using both formal lectures (2 hours per week over 12 weeks) and small group tutorials (1 hour per week over 12 weeks).

At Crichton campus, where classes are smaller than Paisley, the class contact time is the same, but there is less formal distinction between lecture time and tutorial time (however, this still equates to 3 hours per week, and thus, 36 hours over the 12 teaching weeks).

In addition, as part of their independent study, students can view online resources such as interviews with industry professionals conducted by the module co-ordinator and produced in-house by CAPD media staff.

Details are given below.

Learning Activities/Categories:	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Normally totaling 200 hours); (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lectures	24
Tutorials	12
Preparation for presentation and written coursework	40
Independent study and revision	122
Examination	2
	200 Hours Total

Assessment: (also refer to Assessment Outcomes Grids at end of document)

Assessment Category 1
Presentation Assignment (10%)
Written Assignment (40%)
Assessment Category 2
Formal Examination (50%)

Indicative Resources: (eg. Core text, journals, internet access)

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Essential Reading

*Kent, Ray (2007) Marketing Research Approaches, Methods and Applications in Europe Thomson

Additional Reading

McDaniel, Carl and Roger Gates (2005) Marketing Research Essentials Wiley (5th edition)

McDaniel, Carl and Roger Gates (2002) Marketing Research: The Impact of the Internet (5th edition) South Western

Malhotra, Naresh K and David F Birks (2005) Marketing Research: an Applied Approach (Updated 2nd European edition) Financial Times/Prentice Hall

Hair, Joseph F, Robert P Bush and David J Ortinau (2006) Marketing Research within a Changing Environment (3rd edition) McGraw Hill

Wilson, Alan (2006) Marketing Research: An Integrated Approach Financial Times/Prentice Hall

Kinnear, Thomas C and James R Taylor (1996) Marketing research: an applied approach (5th edition) McGraw-Hill

Students will be encouraged to source additional material, especially by using the internet. In addition, extensive use of Blackboard is made.

*(**N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)*