

## **MARK2011 – BUSINESS AND MARKETING RESEARCH**

**MODULE CO-ORDINATOR:** Ms Valerie Will  
**MODULE MODERATOR:** Ms Meg Dunn

**CREDIT:** 15.0  
**ECTS POINTS:** 7.5  
**SEMESTER:** 1

### **SYLLABUS DETAILS:**

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

### **LEARNING OUTCOMES:**

- Explain the differences between qualitative and quantitative research
- Design qualitative and quantitative questioning devices and conduct interviews effectively
- Display competence in qualitative and quantitative data analysis, data presentation and report writing

### **TEXTBOOKS:**

#### **Recommended:**

Kent, Ramond (2006) *Marketing Research: Approaches, Methods and Applications in Europe* Thomson  
McDaniel, Carl and Roger Gates (2005) *Marketing Research Essentials* Wiley (5<sup>th</sup> edition)

#### **Useful:**

Wilson, Alan (2006) *Marketing Research: An Integrated Approach* Financial Times/Prentice Hall  
Hair, Joseph F, Robert P Bush and David J Ortinau (2006) *Marketing Research within a Changing Environment* (3<sup>rd</sup> edition) McGraw Hill  
Naresh K Malhotra and David F Birks (2005) *Marketing Research: an Applied Approach* (Updated 2<sup>nd</sup> European edition) Financial Times/Prentice Hall  
Carl McDaniel and Roger Gates (2002) *Marketing Research: The Impact of the Internet* (5<sup>th</sup> edition) South Western

### **ASSESSMENT:**

- A 2-hour final examination at the end of the module, which will count as 50% of the final assessment
- A written assignment, which will count as 40% of the final assessment
- An assignment presentation, which will count as 10% of the final assessment

**Main Exam:** January

**Resit Exam:** August

The course comprises:

- 24 hours of lectures
- 10 hours of tutorials
- 36 hours of project - group
- 20 hours of self-study
- 30 hours of consolidation
- 30 hours of assessment