



**London
South Bank
University**

EST 1892

Module Guide

The Insight Manager

BBM_5_TIM

The Business School

Level 5

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1. MODULE DETAILS

Module Title:	The Insight Manager
Module Level:	Level 5
Module Reference Number:	BBM_5_TIM_1920
Credit Value:	20 Credits
Student Study Hours:	140
Contact Hours:	60
Private Study Hours:	
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Course(s):	
Year and Semester	19/20 Semester 1
Module Coordinator:	Dr. Rana Tajvidi
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Subject Area:	Marketing
Summary of Assessment Method:	100% coursework

1. SHORT DESCRIPTION

This module covers the principles and practice of Marketing Research from problem definition through research design, analysis and conclusion. It provides students with the knowledge, techniques and skills required to plan and conduct a Marketing Research project as well as analyse and report the findings.

The emphasis will be on experiencing practical Marketing Research problems in different contexts. Insight Managers from Industry will be invited into the classroom to present various research problems for students to solve through live practical project work.

2. AIMS OF THE MODULE

The module aims to:

- provide students with the general theoretical knowledge, the analytical techniques and practical skills related to Marketing Research; and
- to develop the student's abilities to plan, carry out and produce high quality Marketing Research reports.
- prepare students for Business through the development of career-management and employment skills.

This is particularly useful for students interested in a career in marketing or market research, either as users or providers of information.

3. LEARNING OUTCOMES

3.1 Knowledge and Understanding

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

- A1. Detail the various uses of market research for different marketing functions
- A2. Identify the various research methodologies and their application

3.2 Intellectual Skills

On completion of this module, students will be able to:

- B1. Select and justify the most appropriate methods of survey/research for the design of a research proposal

B2. Present, interpret and analyse data generated by secondary and primary research for presentation in a report

3.3 Practical Skills

On completion of this module, students will be able to:

C1. Carry out secondary and primary research and analyse the findings using relevant software

3.4 Transferable Skills

On completion of this module, students will be able to:

D1. Demonstrate self-confidence in oral and written communication, information search & processing skills and ability to work in a team.

D2. Create, apply and reflect upon effective personal external-facing communications to develop careers.

4. ASSESSMENT OF THE MODULE

The module will be assessed by coursework only and is assessed in two parts:

- Market research report 75%
- Employability 25%

Formative Assessment: Group presentation (Week 10 and 11)

Marketing Research Project Report , Group presentation

Students will work in groups to gather data for a practical market research project. They will work in groups to analyse the data and do a formative presentation of their findings and analysis. Students will receive formative feedback both informally within seminar and workshop activities as well as formal responses to the group presentation to assist the individual write up of their summative individual reports.

Task

- Student will work in groups to develop a marketing research report for launching a new product by a (internal/international company) of their choice in the UK.

Presentation

- As a group of 4-5 presents the key findings in class during 15 minute presentation. Student are expected to use visual aids and all members of the group should be involved in presenting the material. There will be a 5 minute question and answer session following each presentation. The Students will submit their slides on Moodle individually and will receive formative feedback after presentations as well as formal responses to the group presentation on Moodle to assist the individual write up of their summative individual reports.

Summative Assessment:

1- Individual Market Research Project Report c. 2000 words (75%)

This assignment requires students to submit a Market Research Project Report that can provide insights to the company in understanding the UK consumers and their perception of UK market. The marketing research report is expected to provide inputs for their marketing strategies targeting UK consumers. Following group work on market research, students should construct a detailed and structured market research report individually.

Please find more detailed information about assessment in Appendix 1 (the present document)

Assessment schedule

Week 10	Group Presentation
Week 11	Group presentation
Week 13	Employability submission
Week 13	Individual report submission

COURSEWORK TASK (Individual Market Research Report-2000 words)

Your Market Research Project Report should be structured as a professional research report and MUST include:

- **Title page**
- **Executive summary** (A short section produced for business purpose summarizing a longer report or group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all.
- **Company background and rationale.** This puts the research into context by describing the client organisation, its market/products/customers and competitors. It could include marketplace analysis (SWOT), Performance analysis (KPIs). The rationale for undertaking the research project should also be detailed here. Reporting market data from Mintel is also optional.
- **Research objectives** They should be specific and precisely defined.
- **Marketing strategy, Segmentation, Targeting and positioning**
- **Research method.** This section should detail the research methodologies you consider to be most appropriate in response to the brief and your own exploratory research. You will need to explain and justify why you are selecting these methods. Research methods from start to end. These propositions should also be backed with justification and should provide the following details:
 - Research design
 - Use of data collection tools (interview
 - The proposed sampling method and procedures
 - Data analysis method
 - Any limitations of your proposed methods
- **Key results and findings- recommendations for company**
- **Timing and estimated costs:** This sets out realistic timings of the project and an indication of costs. You should provide a total cost as well as a breakdown of individual costs.

The maximum word limit for the assignment is 2000 words.

5. EMPLOYABILITY HOUR ASSESSMENT

The Employability Hour assessment consists of a 1500 word reflective career development research log, incl. a 250 word action plan. Students are asked to submit evidence of their career development thinking undertaken as part of the Employability Hour. The reflection should cover the topics below, for which in-depth guidance will be provided during the lectures.

1. **Your Career Goals** (indicative word count: 200)

In this section, you should describe what you are “aiming for”. Based on the possible selves exercises completed in class and in your own time, this section provides us with the necessary context to understand the rest of your essay. Things you could cover here are, for example:

- Where you would like to be in 3-5 years
- Target industry or role
- Any longer-term plans and ambitions
- Etc.

2. **Your target role and what is required** (indicative word count: 400)

Please find some further information about the job you would like to secure once you complete your studies. Take a look at some job ads, check out prospects.ac.uk, speak to people in similar roles, etc. Some examples of what you might want to write about include:

- Person specs, e.g. type of degree, degree classification and related previous work experience, etc.?
- What does the job entail?
- What makes this job attractive to you?
- Etc.

Please reference your findings, e.g. by providing links to websites or screenshots of job ads you can provide in an appendix that will not count towards your maximum word count.

3. **What are the gaps you will need to close?** (indicative word count: 300)

Looking at both your first job after graduation (and any longer-term career goals you may have identified), do you currently meet all the requirements and person specs? If not, what do you need to do to close any gaps? What can you do to give yourself the best possible chance to secure the role? This should link to your action plan (section 6).

4. **Your experience of tailoring your CV** (indicative word count: 200)

Reflect on your experience of tailoring your CV to the role or a “stepping stone” activity like a summer internship, relevant part-time job or volunteering opportunity. What aspects of your experience to date did you highlight and why?

Please provide your CV in the appendix. It will not be marked and does not count towards the maximum word count.

5. **Building your professional network** (indicative word count: 150)

What type of people should you add to your network? How are you going to do this? Specify some events, online forums, professional bodies, etc., as well as potential candidates for informational interviews.

6. **Action plan** (250 words)

Please outline the steps you are going to take towards your graduate job during the remainder of your studies, covering the timeframe and how you are planning to overcome challenges you might face.

<i>What I am going to do</i>	<i>When I will do it</i>	<i>What challenges I might face</i>	<i>How I could overcome these</i>

6. FEEDBACK

Feedback will normally be given to students after the final submission of an assignment or as advised by their module leader.

General feedback, applying to all students, will also be placed on the module VLE site.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

The content of the module will include:

Formulating the marketing research topic and defining research objectives.

Market research in context

- The Purpose of Market Research
- Market Research Roles and Responsibilities
- The role of the Insight Manager

The market research process.

- Preparing a brief and proposal.
- Planning and implementing a live research project.

Research Design.

- Secondary research & Primary research.
- Exploratory, conclusive and performance monitoring research.
- Qualitative and Quantitative Research
- Sample Design
- Data Collection techniques

Practical applications of market research.

- Product & Service development
- Communications research
- Business to business research.

Data analysis and presentation.

- Data analysis techniques.
- Practical training on data analysis software
- Interpreting and presenting information.

Research Considerations

- Considering Limitations & Error
- Ethical Issues in Research

Employability

- Development of external-facing communications to enhance employability skills and career development for economists and associated career opportunities.

7.2 Overview of Types of Classes

This module will be delivered via a weekly 2 hour lecture and a 2 hour seminar. Seminars will include

- Group project facilitation.
- Data analysis training
- Software training sessions
- Proposal Design

Guest speakers are also invited, when possible, to elaborate on topical issues related to the subject matter

Students will form Project Teams in Week 1 and will work together within the seminar groups on a range of tasks to assist and facilitate in the development and understanding of conducting marketing research.

MOODLE:

The module also uses a range of blended learning techniques via Moodle. These include supporting materials and group-work activities.

7.3 Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasised. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

7.4 Employability

Employability skills are embedded and developed within the teaching & learning of this module and in the scheduled employability hour. These include team working, time management and communication skills as well as many analytical and numerical management techniques. In particular, by featuring Insight Managers from Industry at various stages of the module students will gain an understanding of the industry and develop specific skills to enhance employment potential for Market Research positions and other marketing careers.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Week	Lecture	Seminar
1	Introduction overview of the module Induction second year	Introduction to coursework's and assignments, formation of Project Teams, initial discussions of the research process
2	Market research in context Marketing Research Process and Problem Definition	Discussions relating to the formulation of problem definitions and objectives. Group activities
3	Market research and Social media Business situation analysis SMART objectives	Planning a live research project Case studies
4	Segmentation, Targeting Positioning,	Developing SWOT/ 5 forces, situation analysis, internal and external capabilities and resources analysis , SMART objectives
5	Research Considerations Considering Limitations & Error, Ethical Issues in Research	Practice on targeted customers and segmentation, customer Persona
6	Research design Secondary research & Primary research.	Ethical considerations for research project, Case studies
7	Sampling method and Data Collection techniques Qualitative research, interview, focused group discussions	Practice on research design SPSS training workshop
8	Quantitative research, Questionnaire design and different types of questionnaire	Planning for data collection Focused group discussion practice
9	Data analysis, Interpreting, presenting and reporting market research data	Practical training on how to design questionnaire, online questionnaire, BOS, Interview structure Practice on data collection and interview
10	Group presentations	Group presentations
11	Group presentations	Group presentations
12	Revision	Answering questions in regard to assignment
13	Submission week	

9. STUDENT EVALUATION

In the light of last year's feedback the assesment was re-written to be more clear and engaging.

10. LEARNING RESOURCES

Core Materials

Naresh and Malhotra N K, (2019) *Marketing Research, an applied orientation* , Prentice Hall

McDaniel, Carl and Gates, (2018), *Marketing Research*, (10th Edition), John Wiley & Sons

Saunders, M, Lewis P. & Thornhill A, (2019) *Research Methods For Business Students* (8th Edition),
Pearson Education Limited, Essex, England

Optional Materials

Kotler P. and Armstrong G. (2016) *Principles of Marketing*. Pearson Education.

Baines, P. and Fill, C. (2014) *Marketing*. Oxford University Press. Cengage Learning.

McQuarrie (2016), *The market research toolbox : a concise guide for beginners*, 4th edition

Bell J. (2014) *Doing your research project: A guide for first-time researchers in education and social science* (6th Edition), Buckinghamshire, England

Berenson M. Levine D. & Krehbiel T., (2014) *Basic Business Statistics* (13th Edition), Pearson Education International, New Jersey

Brace, I. (2013), *Questionnaire Design* (3rd Edition), Kogan Page, London, England

Denscombe M. (2014) *The Good Research Guide: For small-scale social research projects* (5th Edition)
Open University Press, England.

Hussey J. & Hussey R. (2013) *Business Research: Practical Guide for Undergraduate & Postgraduate Students* (4th Edition), Palgrave Macmillan, England

King, N., & Horrocks, C. (2010) *Interviews in Qualitative Research* Sage Publications

Pallant J. (2013) *SPSS Survival Manual: A Step by step guide to data analysis with SPSS*, (5th Edition)
Open University Press, England

Sekaran U. & Bougie, R., (2013) *Research Methods for Business: A Skill Building Approach*, (6th Edition)
John Wiley & Sons, England

Walliman, N, (2013) *Your Research Project* (2nd Edition), Sage Publications, London.

JOURNALS:

Journal of the Marketing Research
Journal of Consumer Research
Journal of Marketing
Journal of Marketing Management

WEBSITES:

The following websites are useful for referring to the Ethical Codes of conduct in the UK and Internationally. However, students should also refer to the particular professional bodies of each country where they intend to do research in order to adhere to local guidelines.

<http://www.mrs.org.uk>

<http://www.mrs.org.uk/standards/downloads/Code%20of%20Conduct%202010.pdf>

<http://www.esomar.org>

<http://www.esomar.org/publications-store/codes-guidelines.php>

11. MARKING FRAMEWORK (EMPLOYABILITY)

Assessment Criteria	Grading Criteria			
	Fail (below 40%)	Pass (40 – 59%)	Merit (60 – 69%)	Distinction (70% and above)
Writing for professionals Presentation; style; grammar; spelling; formatting; citation and referencing according to academic conventions 10%	Poor presentation, inaccurate spelling & grammar; inadequate narrative style; fails to meet academic conventions; inappropriate referencing.	Adequate presentation, accurate spelling & grammar; appropriate attention to academic conventions & referencing.	Well organised coherent narrative. Good use of language and attention to academic conventions; well referenced & accurately cited.	Extremely well presented & organised. Effective in following all academic conventions; very well referenced and precisely cited.
Reflection: Forming a picture A detailed reflection on student's current career thinking, career plans, career development activities, as well as clear idea of how to succeed in a competitive job market. 40%	Inadequate reflections on the student's career development. Poorly conceived plan for the future. Reflection lacking depth and indicating poor understanding of chosen career path and associated success factors.	Adequate reflections on the student's career development. Some analysis of career paths, job requirements and ways to succeed in the recruitment and selection process. Inclusion of a plan for the future.	Well executed reflections on the student's career plans. Good analysis of different options, further career development required, as well as how to compete in the graduate job market. Reflections leading up to a well-considered plan for the future.	Thoughtful and insightful reflections on own career development. Sophisticated analysis of career options, clear description and careful analysis of the preferred option, including a plan for how to succeed in securing the position. Well considered and coherent plan for the future.
Quality of career research Research-based identification of suitable career paths, job profiles, required skills and experience, recruitment cycles, etc. 20%	Little or no evidence of research into career options with little reference made to relevant sources.	Limited evidence of research into career paths, job profiles and requirements; adequate references to relevant sources.	A good range of relevant sources identified and clear links made between the career reflection and the sources.	A wide range of different relevant sources are referenced. Clear links are made between the career reflection and the sources.
Action plan An action plan outlining the steps they will take towards their career goals during the remainder of their studies 30%	Plan lacks detail and does not seem to be sufficiently comprehensive or realistic to enable the student to reach their career goals.	Fairly detailed plan which outlines the steps which the student plans to take until graduation.	Detailed and thoughtful plan which outlines the steps which the student plans to take until graduation. The plan will be specific, realistic and comprehensive.	Detailed and thoughtful plan which outlines the steps which the student plans to take until graduation. The plan will be specific, realistic and comprehensive. It will identify potential barriers and include creative ideas for reaching the goals.

Appendix 1

Insight Manager Assignment: Individual Market Research Project Research objective: launching a new product/service

1. Know your market — and your competitors

- Choose a company that you wish
- Think a new product that the company is going to launch in the new future

Similarly, the beginning of a product launch also means understanding your capabilities, expertise and competitors, and what products and services they have on offer. Though you might believe there's currently no competition for your new product, put yourself in the shoes of your customers and consider what they could buy instead of what you're planning to offer. Review those competitors' marketing materials, and evaluate how your new offering will stand up against what's available? Which companies or products are the greatest threat to a successful launch?

- Company background
- SWOT analysis/ Porter's 5 forces
- Market data by Mintel/Passport (optional)
- Performance, Products, Customers, Competitors

2. Target your customers (Segmentation and targeting and buyer Persona)

In order to get maximum results from your marketing with minimal cost, it's crucial to focus on those prospects most likely to buy from you. Perhaps they are currently buying a similar product and will appreciate your new offering's added features. The best customers perceive they have a need for your product, have the ability to buy it, and have already demonstrated a willingness to make the purchase (perhaps by buying from the competition).

Why will customers want to purchase from you, compared you're your competitors? What are you offering that makes you stand out? Not only does your new product or service have to be unique and meet your customers' desires and needs, but you must be able to communicate why and how it does so. This is your Unique Value Proposition, and an excellent way to come up with one is by speaking with customers to see what they value.

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better.

3. your marketing strategy

At this point you will have enough information on your market to understand how to best market and sell your product. What channels should you use, online marketplace or via retailers? Using multiple channels?

4. (Research methodology), primary research

How will your product fly when your customers have it in their hands? Ultimately the customer's response will determine which features to emphasise and which marketing approach to use. You can get customers insight via interview, questionnaire or focused group discussions. (choose one method)

- Designing a questionnaire and asking the participants to fill out the survey (50 questionnaires per group) or conducting 5 interviews
- Explain your sampling method in detail
- And finally, process and analyse results (quantities method by SPSS), (qualitative method by text analysis). Demonstrate analysed survey data with tables, charts, graphs, cross tabulations
- Focus on factors such as, loyalty, commitment, trust, satisfaction, attractiveness, usefulness, etc.
- Provide a short demographic profile of the respondents and the key findings using descriptive statistics (e.g. frequencies, means).
- Use graphs and tables in reporting the findings

5. Summarise key results from the analysis and give recommendations to this company

6. Provide a project plan with timeline and estimated costs

The maximum word count for the assignment is 2000 words. A table of contents and appendices with the SPSS outputs or text analysis are required.

Group presentation should include: (all in bullet points)

- 1- Company background, situational analysis (SWOT/Porter's 5forcs, ...)
- 2- Market data by Mintel/Passport (optional)
- 3- Performance, Products, Customers, Competitors
- 4- Segmentation, targeting, position
- 5- Marketing strategies
- 6- Methodology (research design, research method, sampling method, data collection and data analysis method)
- 7- Data analysis (discuss the major findings if it has been completed already)
- 8- Timing and fee
- 9- Recommendations

