

## BA (Ord) in Marketing

### STAGE 2

<b>Module</b>	Market Research Practice
<b>Course code</b>	BAMO-MRP
<b>Credits</b>	5
<b>Allocation of marks</b>	50% Continuous Assessment
	50% Final Examination

### **Intended Module Learning Outcomes**

On successful completion of this module, the learner will be able to:

1. Define the role, scope and relevance of market research to decision making in business
2. Apply the tools and methods used by market researchers for making decisions
3. Carry out standard market research activities
4. Design basic data collection tools
5. Display findings of market research in a concise and clear way
6. Apply ethical standards and concerns when conducting market research

### **Module Objectives**

This module has been specifically designed to offer learners an understanding of the role and importance of market research within organisations, with particular emphasis on the role of market information in decision-making. The main objective of this module is to help learners to understand the central concepts of market research, the available methods of conducting research and how to use research to solve the problems/opportunities a company may face.

### **Module Curriculum**

#### **Introduction to Market Research**

- The role of market research
- Gathering market intelligence- project management
- Sources and types of information
- Defining the research problem and forming objectives

#### **Research Design**

- Qualitative research methods
- Quantitative research methods
- Selecting research design approach

#### **Data Collection Methods**

- Focus groups, in-depth interviews, projective techniques
- Questionnaire design, observation, panels

#### **Data Collection**

- Developing a sampling plan
- Collection methods – face to face, phone, online.
- Fieldwork
- Sampling errors and response rates

### **Data Analysis**

- Preparing the data
- Forms of analysis
- Making sense of the numbers
- Qualitative data analysis

### **The Research Report**

- Writing standards in research reports
- Format of the research report
- Oral presentation and visual aids