

MODULE: MARKET RESEARCH

Griffith College Dublin – Business Studies

Fall Semester

PRE-REQUISITE: 1 semester Marketing

INTRODUCTION

This module has been specifically designed to offer students a sound understanding of the role and importance of market research within organisations, with particular emphasis on the role of market information in market decision-making.

SYLLABUS

Strategic Planning and the Marketing Concept
The internal/external marketing environment of the organisation

Managing the marketing system

The role and scope of planning in marketing

Corporate strategic planning

Strategic marketing planning

Marketing Information Systems

Rationale

Information assessment and distribution, internal recording systems

marketing intelligence and marketing research

Analysis of research decisions

Market Research Planning:

Market assessment process

Value of secondary research data

Steps in conducting the market research project

Choosing and evaluating marketing research facilitation agencies

Research Project Management:

Research proposal formulation

Data collection approaches

Research instrument design

Quantitative and qualitative research

Sampling procedures

Managing field research
Data preparation and reporting

Data analysis techniques:
Univariate, bivariate and multivariate techniques
Descriptive statistics
Hypothesis testing
Dependence and interdependence methods of analysis

Applied Marketing Research Topics:
Product research
Test marketing
Service quality research
Advertising research
Ethical issues in research
