

MODULE:	MARKETING RESEARCH
CODE:	BABS-2-1-09
Stage:	II
Number of Credits:	4 semester credits / 6 quarter units
Theme:	Marketing / Business Environment
Assessment Weighting:	40% Coursework 60% Examination

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.

AIMS

The aims of this module give students a clear understanding of the following:

- Irish market research industry
- Briefing & choosing a research provider
- Key stages in a research project
- Understanding what constitutes "good" research
- Ethics & privacy issues
- Qualitative research
- Reliability & validity
- Sampling & non-response
- Questionnaires
- Overview of quantitative data types
- Fieldwork management
- Overview of data analysis tools
- Secondary & internal data
- Designing a research system
- Future trends in market research

LEARNING OUTCOMES

The module is concerned with the processes and theory surrounding Market Research. It covers three phases of Market Research and deals with the processes involved in project management, research, design analysis and reporting of findings to a variety of audiences.

On completion of this module students will be able to:

Relate research methodology to business situations.
Follow the processes and phases of Market Research.
Design and implement a Market Research exercise according to standard processes and phases.

Design questionnaires according to client requirements.
An understanding of how to undertake questionnaire analysis and the packages currently available.
Write a Market Research Report for a client.

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

TEACHING AND LEARNING METHODS

This module will be delivered through lectures and tutorials whereby key information will be disseminated. Further use of videos, case studies, as well as handout materials both academic/theoretical and anecdotal will also be used. In addition, individual and group project work will be used, as will field topics and guest speakers from industry.

ASSESSMENT METHODS

Course work will account for 40% of the marks, while the remaining 60% of the marks will be allocated to an end of semester examination. Students will be expected to have highly developed research, cognitive and critical skills at this stage.

PRIMARY READING LIST

Malhotra, Naresh K. and Birks David F., (2000), *Marketing Research, An Applied Approach, European Edition*, Pearson Education Limited.

Malhotra, Naresh K., (1999), *Marketing Research an Applied Orientation*, Thompson

Crimp, M & Wright, LT, (2000), *The Marketing Research Process*. (5th ed.) Pearson Education.

RECOMMENDED READING LIST

Chisnall, PM, (2001), *Marketing Research: Analysis and Measurement*. (6th ed). London: McGraw-Hill.

Crouch, Sunny & Housden, M (1996) Marketing Research for Managers, Butterworth-Heinemann.

Domegan, C. and Fleming, D.,(1999), Marketing research in Ireland, Gill& Macmillian.

Hague, PN & Jackson, P (1998) Do Your Own Market Research. (2nd ed.) London: Kogan Page.

Procter, Tony, (2000) Essentials of Marketing Research, Pearson Education Limited.