

MODULE:	MARKETING RESEARCH
Semester:	I (Fall)
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.

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.