

Module Title:	Marketing Research
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	Learners will be introduced to the theory and practice of marketing research. The module aims to develop not just theoretical knowledge, but also practical competency in marketing research skills. The knowledge gained in this module will support the practical application of marketing research in other programme modules.
Module Aim:	The aim of this module is to develop the learner's knowledge in the field of marketing research; to demonstrate the importance of research to marketing decisions; and develop a skills of marketing research practice.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Design and undertake market & customer research using secondary research methods in an ethical manner.
LO2	Design and undertake market & customer research using primary research methods in an ethical manner.
LO3	Communicate research findings to a professional standard.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Role of Marketing Research & Research Ethics

Role of marketing research in business - Digital era impact and implications - Marketing research sector - Ethical considerations in marketing research - Marketing research used as a promotional tool

Proposal & Methodology

Role of research proposals & research briefing documentation - Scoping of research projects - Review of stages in methodology development - Critical evaluation of methodology design

Secondary Research

Sourcing secondary data - Critical evaluation of secondary data - Interpretation of secondary data - Referencing secondary sources - Digital literacy for secondary research - Visualisation of data

Qualitative & Quantitative Research

Online and offline methods including focus groups, consumer panels, interviews, observation, netnography, surveys, technological/digital developments (e.g. AI developments), videography, social media listening. Focus on design, implementation and limitations.

Data Analysis & Interpretation

Analysis of primary & secondary research - Data analytics & visualisation - Interpretation of primary & secondary research - Drawing conclusions & formulating recommendations

Communication of Research

Communication of research - written, oral, data visualisation, dashboards, ensuring dissemination, communication with non-research audiences.

Assessment Breakdown

%

Project

100.00%

Continuous Assessment

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Research project to include evidence of both primary and secondary research. Project is likely to take the form of a market analysis using secondary research knowledge & skills and customer analysis using primary research and data analysis / visualisation knowledge & skills.	1,2,3	100.00	Sem 1 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Contact Hours	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Contact Hours	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	6	Group Elective 3
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	4	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	4	Mandatory