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| <b>Module Title:</b>                       | Marketing Dissertation  |
| <b>Language of Instruction:</b>            | English   |
| <b>Credits:</b>                            | 10  |
| <b>NFQ Level:</b>                          | 8   |
| <b>Module Delivered In</b>                 | No Programmes   |
| <b>Teaching &amp; Learning Strategies:</b> | Learners will be introduced to the theory of research in their lecture classes and will have an opportunity to develop their research skills & competency as part of their dissertation project assessment. The module aims to develop, not just theoretical knowledge, but also practical competence in research skills. The teaching & learning strategy is thus very practical and applied in nature including supervision support for the learners. |
| <b>Module Aim:</b>                         | The aim of this module is to develop the learner's knowledge, skills, and competency in the field of research: to develop a deeper understanding of the methodologies of business research and build skills in the areas of literature review, research methodology design, implementation, analysis & reporting.   |

| Learning Outcomes   |   |
|---|---|
| <i>On successful completion of this module the learner should be able to:</i> |   |
| LO1   | Write a critically focused literature review.   |
| LO2   | Prepare a research proposal with clearly defined research question and research objectives.   |
| LO3   | Justify their choice of research methodology and ensure an ethical approach throughout the research process.                          |
| LO4   | Produce and communicate an academic dissertation to a professional standard.  |
| LO5   | Liaise with their academic supervisor and research participants in a professional manner, maintaining records throughout the process. |

| Pre-requisite learning   |
|--|
| <b>Module Recommendations</b><br><i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>         |
| No recommendations listed  |
| <b>Incompatible Modules</b><br><i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> |
| No incompatible modules listed   |
| <b>Co-requisite Modules</b>  |
| No Co-requisite modules listed   |
| <b>Requirements</b><br><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

#### Research Design

Definition & purpose of research; research approaches; identifying a research problem; research topic generation; defining research questions and objectives; methodological strategy; writing a research proposal, ethics in research.

#### Literature Review

Literature search; literature review process; citing and referencing your literature; managing your literature.

#### Data Collection & Analysis

Data collection & analysis methods; sampling; primary and secondary sources; quantitative and qualitative data collection & analysis; e-research & netnography; presentation of findings analysis.

#### Reporting Research

Structure of research project, writing style, Harvard Referencing System.

### Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

### Project

| Assessment Type | Assessment Description  | Outcome addressed | % of total | Assessment Date |
|-----------------|---|-------------------|------------|-----------------|
| Project         | Learners are required to complete an academic dissertation on a topic related to their studies. Learners will be required to submit a number of deliverables to their academic supervisor across the year including: literature review; research proposal; research methodology; primary research findings; final dissertation report. Formative & summative feedback will be provided. | 1,2,3,4,5         | 100.00     | Sem 2 End       |

No Practical

No End of Module Formal Examination

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

**Module Workload**

| <b>Workload: Full Time</b>             |                  |  |
|--|------------------|--|
| <i>Workload Type</i>                   | <i>Frequency</i> | <i>Average Weekly<br/>Learner Workload</i> |
| Contact Hours                          | Every<br>Week    | 1.50                                       |
| Lecturer-Supervised Learning (Contact) | Every<br>Week    | 0.25                                       |
| Independent Learning Time              | Every<br>Week    | 7.00                                       |
| Total Hours                            |                  | 8.75                                       |

