

Module Title:	Marketing Research: Theory & Practice
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This module includes both lecture and practical classes. Learners will be introduced to the theory of marketing research in their lecture classes and will have an opportunity to develop their practical skills in their SPSS classes and also through their practical assessments. The module aims to develop not just theoretical knowledge, but also practical competency in marketing research skills. The teaching & learning strategy is thus very practical and applied in its nature. Practicals – the emphasis on hands-on exploration of data using statistical software will develop statistical reasoning and data analysis skills. Learners will be supported by a range of online resources, including how-to videos, interactive multimedia presentations on statistics and relevant e-book chapters.
Module Aim:	The aim of this module is to develop the learner's knowledge, skills, and competency in the field of marketing research: to demonstrate the importance of research to marketing, to develop a deeper understanding of the methodologies of marketing research and build skills in the areas of research methodology design, implementation, analysis & reporting.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Prepare a research proposal.
LO2	Distinguish between the various secondary & primary research methods and develop and implement a research methodology.
LO3	Report secondary & primary research findings, research conclusions & recommendations.
LO4	Analyse, interpret and present data using statistical software (SPSS).
LO5	Critically evaluate their own and others research.

Pre-requisite learning		
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>		
7216	RECH H2403	Marketing Research: Theory & Practice
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

Research Proposal

Formulation of research proposal

Methodology Development

Review of stages in methodology development Critical evaluation of methodology design Development of research methodology

Secondary Research Practice

Sourcing secondary data Critical evaluation of secondary data Interpretation of secondary data Referencing secondary sources

Qualitative Research Practice

Focus groups – design, implementation, interpretation In-depth interviews – design, implementation, interpretation Limitations

Quantitative Research Practice

Survey approach Research instruments – questionnaire design, implementation Limitations

Data Analysis & Interpretation

Analysis of primary & secondary research Interpretation of primary & secondary research Drawing conclusions Formulating recommendations

Presentation of Research

Written presentation of research methodologies & findings Oral presentation of research methodologies & findings

Introduction to SPSS

Using the Data Editor: Data Coding and Entry; Defining Variables; Value labels; Missing values; and, Modifying and recoding data values; Analysing and interpreting data: Frequencies; Descriptive Statistics; Explore and Cross tab procedures; and, Multiple Response Procedures; Exploring Sub-Groups of datasets: Select procedure and the split file procedure; Linear Correlation and Regression; Normal distribution; Confidence Intervals; Introduction to Hypothesis Testing (parametric, non-parametric); Using the Output Editor: Creating and modifying Charts; Changing Table Looks; and, Exporting tables and charts to other applications

Assessment Breakdown	%
Project	85.00%
Practical	15.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will be required to design, implement, and report a piece of marketing research. Learners will also be required to critically evaluate their own, and other's work.	1,2,3,4,5	85.00	Sem 2 End

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	SPSS practical test(s) - Tests integrate use of SPSS, reporting and explanation of statistics .	4	15.00	Sem 2 End

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>
Lecture	Every Week	2.00
Practicals	Every Week	1.00
Independent Learning Time	Every Week	4.00
Total Hours		7.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Independent Learning	26 Weeks per Stage	3.10
Lecture	26 Weeks per Stage	1.50
Total Hours		119.50

