MKTG H3325: Market and Customer Insights

Module Title:	Market and Customer Insights
Language of Instruction:	English

Credits:	5

NFQ Level:	7

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	Learners will be introduced to the theory of marketing research and will have an opportunity to develop their marketing research skills through practice.

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	
On successful completion of this module the learner should be able to:	
LO1	Identify and use appropriate research techniques and data sources to analyse markets and customers.
LO2	Undertake ethical and methodological sound customer research.
LO3	Analyse and report research findings to a professional standard.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Researching a Market Setting scope of research and objectives - Stages of analysing a market - Sources of market data - Analysis tools - Digital literacy for research - Interpretation of data - Communication of findings/analysis / data visualisation - Ethical market research
Researching the Customer Online and offline methods including focus groups, interviews, observation, netnography, surveys, technological/digital developments, focus on digital developments in consumer research, videography, social media research, eye tracking technology; focus on survey / questionnaire design & implementation; Ethical customer research
Data Analysis Practical Use of survey and data analysis tools to design, analyse and visualise survey data.
Data Analysis Techniques Use of common data analysis tools (e.g. Microsoft Excel) to carry out data analysis including data visualisation, descriptive statistics (e.g. mean, median, etc...), hypothesis testing, correlation and regression.

Assessment Breakdown	%
Project	70.00%
Practical	30.00%

No Continuous Assessment

Project				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
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 / analytics knowledge & skills.	1,2,3	70.00	Sem 1 End

Practical				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	Assessment of practical data analysis skills. A maximum of two assessments potentially including, but not limited to, MCQ and in-class test.	3	30.00	Week 8

No End of Module Formal Examination

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

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratory	Every Week	4.00
Independent Learning	Every Week	5.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratory	Every Week	2.00
Independent Learning	Every Week	7.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	Bachelor of Business in Marketing	5	Mandatory