

MODULE DESCRIPTOR

Module Title

Appraisal Of Current Market Research

| | | | |
|-----------|---------------|-------------|---------|
| Reference | CB4444 | Version | 3 |
| Created | February 2024 | SCQF Level | SCQF 10 |
| Approved | July 2019 | SCQF Points | 15 |
| Amended | April 2024 | ECTS Points | 7.5 |

Aims of Module

To provide the student with the ability to critically investigate a range of market research issues relevant to the main course discipline and evaluate their contribution to industry practice.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically analyse and discuss the principles and decisions underlying market research.
- 2 Analyse how companies develop market research strategies
- 3 Evaluate the role, possibilities and limitations of marketing research and marketing information systems in the formulation and implementation of marketing strategy.
- 4 Analyse and interpret primary and secondary data and use the results to produce a professional marketing research report.
- 5 Use SPSS to facilitate quantitative data analysis.

Indicative Module Content

In order to achieve its objectives, an organisation must understand and stay close to its customers, to provide goods and services in such a way, time and place and at such a price they will purchase them. Companies today use sophisticated approaches to understand the markets in which they operate, and to understand their customers and their consumers. The module provides a vehicle for studying a wide range of current/topical market research issues: The nature, role and function of marketing research, market research processes and methods, secondary research, primary research, survey design, sampling methods, data collection, analysis and interpretation, critical evaluation of data sources, preparation of market research reports. All these are considered in line with the changing business contexts whilst addressing the need for both digital underpinning and appreciation of ethical, sustainable and social issues revolving around data collection and analysis.

Module Delivery

The module is based on core lectures with supporting small group student-centred tutorial/workshop sessions where students will practice and apply skills. Students are expected to consolidate learning by directed and private study.

Indicative Student Workload

| | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours | 36 | 36 |
| Non-Contact Hours | 114 | 114 |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 150 | 150 |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> | | |

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

| | | | | | |
|--------------|-------------------------------|------------|------|--------------------|---------------|
| Type: | Coursework | Weighting: | 100% | Outcomes Assessed: | 1, 2, 3, 4, 5 |
| Description: | Individual Written Assessment | | | | |

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|--------------|--|
| A | The student needs to achieve an A in C1. |
| B | The student needs to achieve a B in C1. |
| C | The student needs to achieve a C in C1. |
| D | The student needs to achieve a D in C1. |
| E | The student needs to achieve an E in C1. |
| F | The student needs to achieve an F in C1. |
| NS | Non-submission of work by published deadline or non-attendance for examination |

Module Requirements

| | |
|--------------------------|--|
| Prerequisites for Module | None in addition to SCQF 10 entry requirements |
| Corequisites for module | None. |
| Precluded Modules | None. |

ADDITIONAL NOTES

The listed Journals will contribute a valuable source of relevant information for this module: Journal of Marketing Research; Journal of Consumer Research; Journal of Advertising Research; Qualitative Market Research: An International Journal.

INDICATIVE BIBLIOGRAPHY

- 1 BURNS, A & BUSH, R. 2010 Marketing Research. 6th ed. New Jersey: Prentice Hall
- 2 MALHOTRA, N., 2019 - Marketing Research: An Applied Orientation, 7th ed. Pearson Education
- 3 FIELD A., 2017 - Discovering Statistics Using IBM SPSS Statistics, 5th Ed., Sage.
- 4 PALLANT J., 2020 - SPSS Survival Manual A step by step guide to data analysis using IBM SPSS, 7th Edition, Routledge.
- 5 SHIU, E., HAIR, J., BUSH, R. and ORTINAU, D., 2009. *Marketing research*. Maidenhead: McGraw Hill.