

**Summary Information**

|                     |                          |
|---------------------|--------------------------|
| Module Code         | 4003LBSMK                |
| Formal Module Title | Business Market Research |
| Owning School       | Business and Management  |
| Career              | Undergraduate            |
| Credits             | 20                       |
| Academic level      | FHEQ Level 4             |
| Grading Schema      | 40                       |

**Teaching Responsibility**

|                                   |
|-----------------------------------|
| LJMU Schools involved in Delivery |
| Business and Management           |

**Learning Methods**

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture              | 11    |
| Online               | 11    |
| Seminar              | 22    |

**Module Offering(s)**

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| SEP-MTP      | MTP      | September   | 12 Weeks                      |

**Aims and Outcomes**

|      |  |
|------|--|
| Aims | Design and fundamentally analyse business market research data, in order to understand how it influences business and marketing decisions. |
|------|--|

**After completing the module the student should be able to:**

### Learning Outcomes

| Code | Number | Description  |
|------|--------|--|
| MLO1 | 1      | Know a range of options for gathering relevant marketing information |
| MLO2 | 2      | Ability to conduct qualitative and quantitative research.            |
| MLO3 | 3      | Develop fundamental data analysis skills                             |
| MLO4 | 4      | Be aware of how Marketing research could be conducted ethically.     |

### Module Content

|                        |  |
|------------------------|--|
| Outline Syllabus       | Introduction to business market research; Qualitative Research; Quantitative Research; Primary vs Secondary Research; Questionnaire Design; Sampling Methods; Data analysis and interpretation; Ethics in research; SPSS, NVIVO, and Google-Forms; Census Reports, British Demographics, FAME, Mintel, Statistics.gov.uk, etc. |
| Module Overview        |  |
| Additional Information | The module has to be contextualised in the realm of research relevance for businesses as a tool for taking subsequent marketing decisions. This should be supported by the employment of technologies, software and tools.   |

### Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Artefacts           | In-class quiz   | 30     | 0                        | MLO1, MLO4                      |
| Report              | Group report    | 70     | 0                        | MLO2, MLO3                      |

### Module Contacts

#### Module Leader

| Contact Name         | Applies to all offerings | Offerings |
|----------------------|--------------------------|-----------|
| Adnane Alaoui Mhamdi | Yes                      | N/A       |

#### Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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