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Title: Business Market Research
Status: Definitive
Code: **4003LBSMK** (128998)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Adnane Alaoui Mhamdi	Y

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	Quiz	In-class quiz	30	
Report	Report	Group report	70	

Aims

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

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

In-class quiz	1	4
Group report	2	3

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.

Learning Activities

Written cases, Video cases, Group discussions, and Simulations.

Notes

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.