

## Liverpool John Moores University

Title: RESEARCH METHODS AND MARKETING ANALYSIS  
Status: Definitive  
Code: **5010BUSMK** (117100)  
Version Start Date: 01-08-2019

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

| Team           | Leader |
|----------------|--------|
| Anne Broderick | Y      |

**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 52

**Total Learning Hours:** 240      **Private Study:** 188

### Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Seminar   | 52            |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description                                      | Weighting (%) | Exam Duration |
|----------|-------------------|--|---------------|---------------|
| Report   | Report            | Marketing report (Group Coursework) 5,000 words. | 50            |               |
| Essay    | Essay             | Research proposal.                               | 50            |               |

### Aims

*During semester one, the module aims to develop student skills in the marketing research process. Working in teams, students will work on a real market research problem which will develop student skills in questionnaire design, team work, the analysis of quantitative and qualitative data and the production of comprehensive marketing research report.*

*In semester two, the module aims to prepare students for the level six independent*

*project or dissertation by enabling them to critically analyse different research methods and methodologies and utilise quantitative and qualitative research tools.*

*A major purpose of this module is to ensure that students are comfortable using statistical analysis packages such as SPSS and Nvivo as students may be required to use such software during their research projects.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically evaluate issues surrounding the marketing research process.
- 2 Produce a comprehensive marketing research report as part of a team.
- 3 Prepare an individual, appropriately presented and coherent research proposal (which will require the production of accurate research objectives, an indicative literature, a research strategy and appropriate methodology).

## **Learning Outcomes of Assessments**

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

|        |   |   |
|--------|---|---|
| Report | 1 | 2 |
| Essay  | 3 |   |

## **Outline Syllabus**

1. *Introduction to Marketing Research process*
2. *The questionnaire design processes*
3. *Introduction to Analysis tools*
4. *The research process and the importance of research*
5. *Critically reviewing the literature*
6. *Deciding the research strategy and methods*
7. *Using secondary data*
8. *Collecting Primary data*
9. *Designing a questionnaire, developing a focus group and interview schedule*
10. *Analysing quantitative and qualitative data*
11. *Planning a timescale and use of resources*
12. *Writing the research proposal*

## **Learning Activities**

The module will be taught over a series of lectures and tutorials. The lectures are designed to disseminate the information required to complete the work given in the tutorials. The tutorial work is designed so as to take the student step by step through the research process. The tutorial work will form the basis of the assessment which is a marketing report and a research proposal.

Students will be given work to do in private study which will be marked and returned with formative feedback.

## **Notes**

This module will introduce students to the processes involved in undertaking a marketing research exercise. In semester one, students will work in teams on a marketing research topic. This will involve the design/coding of questionnaires, information gathering, analysis of primary and secondary data, interpretation and presentation of the data, for a client, in the form of a report.

In semester one, attendance at tutorials is important as although you are expected to arrange additional ad hoc sessions in private study time, tutorials will be the official weekly meeting time between the marketing teams.

The coursework deadline is the end of week 12.

In semester two, lecture and tutorials are designed to assist students in the development of skills necessary for the design, planning and implementation of a research project. The coursework requires students to produce a research proposal suitable for the final year project.

Tutorials and private study are important in semester two as students will be given work to do during this time which will be marked and returned with formative feedback.

The coursework deadline is the end of week 28.