

## Liverpool John Moores University

Title: Research Methods  
Status: Definitive  
Code: **5032BUSMK** (121510)  
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:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	22
Workshop	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	REPORT	An individual 2500 word research plan	100	

### Aims

*The module takes students through key elements of the market research process and to develop some practical research skills. The module will also prepare students for the level six independent project or dissertation.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Distinguish the key steps in the marketing research process
- 2 Evaluate different research methods and their use in different research contexts
- 3 Evaluate how research methods are evolving for online and mobile market contexts
- 4 Write an individual research plan

### **Learning Outcomes of Assessments**

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

Research Plan (2,500 words)	1	2	3	4
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### **Outline Syllabus**

*Overview of Marketing Research Process*  
*Selection and Evaluation of Secondary Data*  
*Planning for Qualitative and Quantitative Research*  
*Justification of Research Design (Sampling, data Collection etc)*  
*Overview of Key Methods (interview, focus group, observation, survey)*  
*Focus on evolving research methods for online and mobile contexts (e.g. netnography)*  
*Ethical Issues in Marketing Research*

### **Learning Activities**

Lectures about key topics, seminars where students work on research tasks in groups and workshops where student can avail of a drop in session will be part of the learning activities on the module.

### **Notes**

The course will encourage students to become familiar with research methods that are currently used in marketing. Students will have the opportunity to undertake a small scale research project and to find out about existing methods of market research and new online methods such as netnography. Skills learnt on the module will help student in their final year marketing project.