

Research Methods

Module Information

2022.01, Approved

Summary Information

Module Code	5032BUSMK
Formal Module Title	Research Methods
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	22
Workshop	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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

Learning Outcomes

Code	Number	Description
MLO1	1	Distinguish the key steps in the marketing research process
MLO2	2	Evaluate different research methods and their use in different research contexts
MLO3	3	Evaluate how research methods are evolving for online and mobile market contexts
MLO4	4	Write an individual research plan

Module Content

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. ethnography) Ethical Issues in Marketing Research
Module Overview	The module addresses key elements of the market research process and to develop some practical research skills. The module will also prepare you for the final year independent project or dissertation.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Research Plan (2,500 words)	100	0	MLO1, MLO2, MLO3, MLO4

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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