

Liverpool John Moores University

Title: MARKETING ANALYSIS RESEARCH METHODS
Status: Definitive
Code: **6052BUSAE** (108139)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Graham Padgett	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Market Research Proposal (20%)	20.0	
Presentation	AS2	Market Research Oral/Visual Presentation (20%)	20.0	
Report	AS3	Submission of Written Market Research Report (60%)	60.0	

Aims

To examine, apply and evaluate selected research methods that may be employed in the analysis and evaluation of marketing problems.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise and evaluate the important research methods that may be used to explain and illustrate market, consumer and product behaviour.
- 2 Use suitable computer packages to analyse a marketing problem within the business environment.
- 3 Critically evaluate the outcomes of market research analysis.
- 4 Work as a member of a team, by undertaking and producing a group market research report.

Learning Outcomes of Assessments

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

Research Proposal	1			
Group Presentation	1	2		
Final Report	1	2	3	4

Outline Syllabus

Product/brand positions, groups and tracking - the analysis of consumer preferences and 'scores' using factor analysis, multidimensional scaling, cluster analysis and correspondence analysis.

Product attributes - the identification of important product attributes using conjoint analysis.

Consumer profiles - the determination of the characteristics of actual and potential and consumer groups using discriminant analysis and logistic regression.

Sales evaluation and forecasting - the evaluation of selling strategies and market forecasting using ANOVA and regression analysis.

Learning Activities

Lectures, Tutorials and private study.

References

Course Material	Book
Author	Churchill, G A Jr. and Iacobucci, D
Publishing Year	2005
Title	Marketing Research
Subtitle	
Edition	
Publisher	Cengage

ISBN	0324225091
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Course Material	Book
Author	Kinnear, P R and Gray, C D
Publishing Year	2007
Title	SPSS Made Simple
Subtitle	
Edition	
Publisher	Psychology Press
ISBN	9781841697291

Course Material	Book
Author	Janssens, W, Wijnen, K, De Pelsmacker, P and Van Kenhove, P
Publishing Year	2008
Title	Research with SPSS
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	9780273703839

Notes

This module identifies, examines and evaluates the major research methods that may be applied to product, consumer and market behaviour. You will obtain an expertise in market research techniques and acquire individual and group skills in the design, planning and implementation of a market research project. This module utilises Group Market Research Activities, as indicated within the Course Component Assignments.