

Liverpool John Moores University

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Title: RESEARCH METHODS FOR MARKETING
Status: Definitive
Code: **7005BUSMK** (108305)
Version Start Date: 01-08-2013

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

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Research proposal for the MA Marketing Dissertation, coursework (research proposal).	100.0	

Aims

To enable students to critically analyse different research methods and methodologies, and design a research plan.

Learning Outcomes

Course Material	Book
Author	Bazely, Pat
Publishing Year	2007
Title	Qualitative Data Analysis with Nvivo
Subtitle	
Edition	
Publisher	Sage
ISBN	

Notes

The module provides a comprehensive study of marketing research methods, focusing on the research plan for the marketing dissertation.