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	Υ

Academic Credit Total

Level: FHEQ7 Value: 15.00 Delivered 36.00

Hours:

Total Private

Learning 150 Study: 114

Hours:

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

After completing the module the student should be able to:

- 1 Critically analyse different research philosophies.
- 2 Critically evaluate different research methods.
- 3 Plan and design a research proposal for a Marketing dissertation at Masters level.

Learning Outcomes of Assessments

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

REPORT 1 2 3

Outline Syllabus

Research philosophies.

Data sources.

Sampling methods.

Questionnaire design.

Quantitative methods and quantitative data analysis using SPSS (parametric and non-parametric techniques).

Qualitative methods and qualitative data analysis using NuDist Nvivo.

Managing and presenting the dissertation.

Learning Activities

Interactive lectures and seminars.

References

Course Material	Book
Author	Ghauri, Pervez and Kjell Gronhaug
Publishing Year	2005
Title	Research Methods in Business Studies
Subtitle	A Practical Guide
Edition	
Publisher	Pearson
ISBN	

Course Material	Book
Author	Pallant, Julie
Publishing Year	2007
Title	SPSS Survival Manual
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

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.