

Module 13: Market Research Practice

Stage				2			
Semester				2			
Module Title				Market Research Practice			
Module Number				13			
Module Status				Mandatory			
Module NFQ level				6			
Pre-Requisite Module Titles				N/A			
Co-Requisite Module Titles				Principles of Marketing			
Capstone Module?				No			
List of Module Teaching Personnel				Eilis O Leary, Brid McCarthy, Clodagh Barry			
Contact Hours				Non-contact Hours			Total Effort (hours)
46				54			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
36		10		25		29	100
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage Contribution	50%			50%	100%		

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Define the role, scope and relevance of market research to decision making in business
2. Apply the tools and methods used by market researchers for making decisions
3. Carry out standard market research activities
4. Design basic data collection tools
5. Display findings of market research in a concise and clear way
6. Apply ethical standards and concerns when conducting market research

Module Objectives

This module has been specifically designed to offer learners an understanding of the role and importance of market research within organisations, with particular emphasis on the role of market information in decision-making. The main objective of this module is to help learners to understand the central concepts of market research, the available methods of conducting research and how to use research to solve the problems/opportunities a company may face.

Module Curriculum

Introduction to Market Research

- The role of market research
- Gathering market intelligence- project management
- Sources and types of information
- Defining the research problem and forming objectives

Research Design

- Qualitative research methods
- Quantitative research methods
- Selecting research design approach

Data Collection Methods

- Focus groups, in-depth interviews, projective techniques
- Questionnaire design, observation, panels

Data Collection

- Developing a sampling plan
- Collection methods – face to face, phone, online.
- Fieldwork
- Sampling errors and response rates

Data Analysis

- Preparing the data
- Forms of analysis
- Making sense of the numbers
- Qualitative data analysis

The Research Report

- Writing standards in research reports
- Format of the research report
- Oral presentation and visual aids

Reading lists and other learning materials

Churchill, G.A., Brown, T.J. & Suter, T.A. (2014) *Basic Marketing Research*. 8th Ed. Cengage Learning International.

Hague, P. (2013) *Market Research in Practice; How to get Greater Insight from your Market*. 2nd Ed. Kogan Page.

Chisnall, P.M., (2004), *Marketing Research*. McGraw-Hill.

Malhotra, N. K., Birks D. F., (2006), *Marketing Research, An Applied Approach*, Pearson: Harlow

Procter, T., (2005) *Essentials of Marketing Research*, Pearson Education: Harlow

Module Learning Environment

This module is delivered through participative style lectures and tutorials. Moodle is used extensively. This is a highly practical module and learners are expected to go out into the field to carry out research activities throughout the semester.

Module Teaching and Learning Strategy

This module is delivered using a combination of teaching methods. Seminar type lectures are used to introduce new topics, followed by learner led sessions. Learners are required to participate heavily in this module. A series of group and individual activities develop skills and encourage team-building. Once the basic areas of research have been covered, learners are expected to apply this to a real research environment.

Module Assessment Strategy

The breakdown of the 50% course work marks takes the form of a group research project involving the collection and analysing of primary data for a real client company. The client company briefs the groups and carries out progress meetings with them, alongside the module lecturer. The client also attends the final presentations of the reports. The remaining 50% is assessed through an end of semester examination.