

Module Documentation



MARK07001

Market Research

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MARK07001

Market Research

Short Title	Market Research		
Full Title	Market Research		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Lorna Moynihan	Department	Business
Official Code	MARK07001	NFQ Level	07
		ECTS Credit	05

Module Description

The overall objective of this course is to examine market research as a tool for providing information for marketing and business decision making. Its aim is to equip each student with the ability to commission and use market research in their future careers.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Explain the essential stages of the market research process.
2. Develop an appreciation of the strengths and weaknesses of different research approaches e.g. desk research, primary research, syndicated research etc.
3. Describe and distinguish between the different ways/methods (questionnaires, interviews, focus groups, observation, etc.) to collect data for market research.
4. Develop a working knowledge of the principles of both quantitative and qualitative research.
5. Conduct market research using the research process as outlined in this module.
6. Explain and apply the ethical requirements when conducting market research.

Teaching and Learning Strategies

The course will be taught through a combination of lectures and laboratory based tutorials. In tutorials learners will prepare a market research proposal and develop and apply the skills required to investigate contemporary marketing issues. This module will enable students to define research questions and research objectives, and to develop appropriate research methodologies to address these objectives.

Assessment Strategies

The assessment strategy will be based on group work. Students will be examined through a combination of continuous assessments. Fifty percent continuous assessment whereby the student will be assessed on the theory they have been taught in class and fifty percent on a final exam.

Repeat Assessment Procedures

The repeat assessment procedure will be a two hour written examination.

Assessment Facilities

Some assignments will be submitted using Moodle. Other assignments will require computer laboratory facilities.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

The course will be taught predominantly through a combination of lectures and project work.

Introduction to the Phases of Marketing Research: (15%)

- Defining the marketing research problem and developing a research approach

Research Design Formulation: (30%)

- Secondary data collection and analysis
- Qualitative research, data collection and analysis
- Quantitative research methodologies
- Questionnaire design
- Sampling

Data Collection, Preparation & Analysis -Fieldwork: (30%)

- Data Preparation

Data Analysis

- Fieldwork

Communication of Marketing Research Findings Report: (25%)

- Report preparation and presentation.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 50 %

End of Semester / Year Formal Examination 50 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class Assessment Class Assessment	1,2,3,4,5,6	50	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Final Exam	1,2,3,4,5,6	50	End of Term

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Tutorial	Not Specified	Tutorial	1	Weekly	1.00
Lecture	Not Specified	Lecture	3	Weekly	3.00

Total Average Weekly Learner Workload 4.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Required Reading/Resources:

Donnegan, C., & Fleming, D., Marketing Research in Ireland Theory and Practice, 3rd edition, 2007

Gill & Macmillan.

Recommended Reading/Resources:

Malhotra, N.K.,D. F. Birks., P.A.Will., Essentials of Marketing Research, 2013 Pearson.

Bradley, Nigel Marketing research : tools and techniques, 2007 Oxford University Press.

Chisnall, P., Marketing Research, 7 th edition, 2004 McGraw Hill.

Module Alternate Book Resources

None

Module Other Resources

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- International Journal of Market Research (formerly The Journal of the Market Research Society)

- IMJ (Irish Marketing Journal)
- Marketing Magazine

Module URLs

None

Additional Information

None

ISBN BookList

Book Details

Declan Fleming 2007 *Marketing Research in Ireland* Gill & Macmillan Ltd
 ISBN-10 0717142000 ISBN-13 9780717142002

Peter M. (Peter Michael) Chisnall 2007 *Marketing Research* McGraw-Hill Companies
 ISBN-10 0077108124 ISBN-13 9780077108120

Nigel Bradley 2007 *Marketing Research: Tools and Techniques* Oxford University Press
 ISBN-10 0199281963 ISBN-13 9780199281961

Approval Information

School Approval by Deirdre Lusby on 01-04-2015

Academic Council on 01-04-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BBISG_B07	201500	Bachelor of Science in Business Information Systems
GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BRUAG_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07	201500	Bachelor of Business in Rural Enterprise and Agri-Business
GA_SAGRG_B07	201500	Bachelor of Science in Agriculture and Environmental Management
GA_SAGAG_H08	201600	Bachelor of Science (Honours) in Agriculture and Environmental Management