



Title:	Marketing Research Methods APPROVED	
Long Title:	Marketing Research Methods	
Module Code:	MRKT7009	
Duration:	1 Semester	
Credits:	5	
NFQ Level:	Intermediate	
Field of Study:	Marketing & Advertising	
Valid From:	Semester 2 - 2021/22 (January 2022)	
Module Delivered in	8 programme(s)	
Module Coordinator:	Katie Power	
Module Author:	Riona Flood	
Module Description:	This module aims to provide students with an understanding of the methods and techniques involved in organising and executing a marketing research project. Students will become familiar with all stages of the Market Research process from initial problem definition through to presentation of final results.	
Learning Outcomes		
<i>On successful completion of this module the learner will be able to:</i>		
LO1	Discuss the role of contemporary marketing research within a business context.	
LO2	Plan and implement research projects in marketing and related areas.	
LO3	Describe quantitative, qualitative and mixed method approaches to research.	
LO4	Select and apply key sampling methods used in marketing.	
LO5	Develop data collection forms for marketing research projects using an online software tool.	
Pre-requisite learning		
Module Recommendations		
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named MTU module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>		
17323	MRKT7009	Marketing Research Methods
Incompatible Modules		
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>		
No incompatible modules listed		
Co-requisite Modules		
No Co-requisite modules listed		
Requirements		
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>		
No requirements listed		

Module Content & Assessment

Indicative Content

Problem Definition and the Research Process

Defining problems and opportunities, showing how marketing projects emerge from marketing problems and opportunities.

Research Design

Exploratory, descriptive and casual designs commonly used in research projects.

Qualitative and quantitative data collection methods

Online and offline methods including observational techniques, interviewing, projective techniques, focus groups and surveys.

The nature of measurement and data in marketing research

The theory of measurement, types of scales and scaling methods.

Sampling theory and practice

Principal probability and non probability sampling methods as used in marketing research.

Questionnaire Design and other data collection forms

The art of questionnaire design.

Assessment Breakdown

%

Course Work

100.00%

Course Work

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Presentation	Students will present an outline their chosen research approach to a marketing research problem.	2,3,5	10.0	Week 4
Project	Utilizing the marketing research process students will conduct and communicate a research project.	1,2,3,4,5	50.0	Week 11
Short Answer Questions	Short Answer Questions / Multiple Choice Questions based on marketing research methods theory covered in the lectures and lab practical.	1,2,3,4,5	40.0	Week 13

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Problem identification, classification and information analysis. Sources of data, qualitative research methods and survey methods.	2.0	Every Week	2.00
Lab	Exploring computer based marketing research tools and techniques.	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Use of recommended textbook, websites and online notes.	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Problem Identification, classification and information analysis. Sources of data, qualitative research methods and survey methods.	2.0	Every Week	2.00
Lab	Exploring computer based marketing research tools and techniques.	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Use of recommended textbook, websites and online notes.	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

Module Resources

Recommended Book Resources

- Naresh K. Malhotra, Dan Nunan, David F. Birks 2017, *Marketing Research: an applied approach*, 5th Ed., Pearson Education Limited [ISBN: 9781292103129]

Supplementary Book Resources

- Alan Wilson 2018, *Marketing Research*, 4th Ed., Macmillan International [ISBN: 9781352001112]
- Naresh K. Malhotra 2014, *Essentials of Marketing Research*, 1st Ed., Pearson Education [ISBN: 9781292060163]
- Yvonne McGivern 2013, *The Practice of Marketing Research*, 4th Ed., Pearson Education [ISBN: 9780273773115]
- Alvin C. Burns, Ronald F. Bush 2013, *Marketing Research*, 7th Ed., Pearson Education Limited [ISBN: 9780273768517]
- Nigel Bradley. 2014, *Marketing research*, 3rd Ed., Oxford [Oxfordshire]; Oxford University Press [ISBN: 9780199655090]
- Naresh K. Malhotra 2013, *Basic Marketing Research*, 4th Ed., Pearson Education Limited [ISBN: 9781292020488]
- Naresh K. Malhotra, David F. Birks, Peter Wills 2014, *Marketing Research*, 4th Ed., FT Press [ISBN: 9780273725855]
- Mark N.K. Saunders, Philip Lewis, Adrian Thornhill 2015, *Research Methods for Business Students*, 7th Ed., Pearson Education [ISBN: 9781292016627]

This module does not have any article/paper resources

Other Resources

- Website: CIT 2019, *CIT Library*
<http://library.cit.ie/>
- Website: Prentice Hall 2015, *Essentials of Marketing Research*, Pearson
<http://www.pearsonhighered.com/malhotra>
- Website: 2018 *The Marketing Institute of Ireland*
<https://mii.ie>
- Website: 2018 *CSO Ireland*
<http://www.cso.ie>
- Website: World Association for market, social and opinion research 2018, *ESOMAR*
<https://www.esomar.org>
- Website: 2018 *Enterprise Ireland*
<http://www.enterprise-ireland.com>
- Website: Survey Monkey 2019, *Questionnaire Design*
<https://www.surveymonkey.com>
- Website: Millward Brown 2019, *Millward Brown Research*
<http://www.millwardbrown.com>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_BIBLA_8	<u>Bachelor of Business (Honours) in International Business with Language</u>	3	Elective
CR_BMRKT_8	<u>Bachelor of Business (Honours) in Marketing</u>	3	Mandatory
CR_OBARM_7	<u>Bachelor of Business in Beverage Industry Management</u>	4	Mandatory
CR_OCULA_7	<u>Bachelor of Business in Culinary Arts</u>	4	Mandatory
CR_BMKTG_7	<u>Bachelor of Business in Marketing</u>	5	Mandatory
CR_BAGRI_8	<u>Bachelor of Science (Honours) in Agriculture</u>	1	Group Elective 3
CR_BHORT_8	<u>Bachelor of Science (Honours) in Horticulture</u>	1	Group Elective 3
CR_BENBU_7	<u>Certificate in Entrepreneurship & Business</u>	1	Mandatory