



**Level 6 Advanced Diploma in Marketing (881)**  
**145 Credits**



<b>Unit:</b> Marketing Research	<b>Guided Learning Hours:</b> 220
<b>Exam Paper No.:</b> 4	<b>Number of Credits:</b> 22
<b>Prerequisites:</b> Basic marketing knowledge.	<b>Corequisites:</b> A pass or higher in Diploma in Marketing or equivalence.
<p><b>Aim:</b> Research is the primary tool for exploring new opportunities in the marketplace. Emphasis will be on how to: specify information needs and design a research study to meet those needs; collect, analyse and use marketing research data to make effective marketing decisions; communicate the research findings and their implications to various interested parties. The unit is designed to provide a deeper understanding of marketing research and ways research can be used to solve marketing challenges. Learners will distinguish the differences between quantitative and qualitative research and primary and secondary research. Learners will also gain practical hands-on knowledge on how to develop, conduct, and evaluate research. Emphasis is placed on sharpening analytical skills to identify broad shifts as well as subtle micro trends. Case studies will be used to illustrate the essential concepts and to demonstrate common mistakes and successes in marketing research design. The unit help learners recognise the role of systematic information gathering and analysis in managerial decision making, and to help them develop an appreciation for the potential contributions and limitations of marketing research data whether developed internally or purchased externally. Marketing research is an organised way of developing and providing information for decision-making purposes. This unit is aimed at the ultimate users of research responsible for determining the scope and direction of research activities. The basis for marketing plan is intelligent research. Marketing plan must be data-informed to be effective and valuable to an organisation. Increasingly, organisations are overwhelmed with information. The key is to sort valuable data from noise to create an effective marketing strategy.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The unit requires the use of research software (SPSS or Excel)	
<p><b>Intended Learning Outcomes:</b></p> <p>1 The impact marketing research has on marketing decision making; the objectives of marketing research and the major environmental factors that are directly influencing marketing research, and some of their impact on the research process.</p> <p>2 Research tools methods and techniques, methodological approach, web-based tools and strategies; why researchers conduct literature reviews.</p> <p>3 The role of secondary data in marketing</p>	<p><b>Assessment Criteria:</b></p> <p>1.1 Demonstrate how marketing research fits into the marketing planning process.</p> <p>1.2 Explain and provide examples of marketing research studies.</p> <p>1.3 Outline the scope and focus of the marketing research industry.</p> <p>1.4 Explain the ethical dimensions associated with marketing research.</p> <p>1.5 Describe emerging trends and new skills associated with marketing research.</p> <p>1.6 Describe the research process and explain the various steps.</p> <p>1.7 Distinguish between exploratory, descriptive, and causal research designs.</p> <p>1.8 Identify and explain the major components of a research proposal.</p> <p>2.1 Describe how to conduct a literature review.</p> <p>2.2 Describe conceptualisation and its role in model development.</p> <p>2.3 Describe the difference between independent and dependent variables.</p> <p>2.4 Describe hypothesis testing.</p> <p>3.1 Compare and contrast internal vs</p>

<p>research; common sources of secondary data and primary data.</p>	<p>external secondary data. 3.2 Identify sources of internal and external secondary data. 3.3 Explain syndicated sources of secondary data. 3.4 Describe the changing focus of secondary data.</p>
<p>4 The major differences between qualitative and quantitative research; comparing and contrasting qualitative and quantitative data analysis.</p>	<p>4.1 Demonstrate in-depth interviewing and focus groups as questioning techniques. 4.2 Define focus groups and explain how to conduct them. 4.3 Explain other qualitative data collection methods such as ethnography, case studies, and projective techniques. 4.4 Describe observation methods and explain how they are used to collect primary data. 4.5 Explain the steps in qualitative data analysis. 4.6 Describe the processes of categorizing and coding data as well as developing theory. 4.7 Define and clarify how credibility is established in qualitative data analysis. 4.8 Describe the steps involved in writing a qualitative research report.</p>
<p>5 The purpose and advantages of survey research designs; the options and suggestions on how to design and conduct a successful survey project.</p>	<p>5.1 Describe the types of survey methods. 5.2 Explain the factors influencing the choice of survey methods. 5.3 Explain experiments and the types of variables used in causal designs. 5.4 Define test marketing and evaluate its usefulness in marketing research.</p>
<p>6 Statistical terms used in sampling, the major distinction between probability, Nonprobability sampling methods and working through the major types in each.</p>	<p>6.1 Explain the role of sampling in the research process. 6.2 Distinguish between probability and nonprobability sampling. 6.3 Define factors to consider when determining sample size. 6.4 Define the steps in developing a sampling plan.</p>
<p>7 The role of measurement in marketing research, outlining each of the levels of measurement: nominal, ordinal, interval and ratio.</p>	<p>7.1 Explain the different basic levels of scales. 7.2 Describe scale development and its importance in gathering primary data. 7.3 Describe comparative and non-comparative scales.</p>
<p>8 The steps in questionnaire design, format, developing questionnaire and how to maximise questionnaire response rate.</p>	<p>8.1 Evaluate the questionnaire development process. 8.2 Identify and summarise the characteristics of good questionnaires. 8.3 Define the role of cover letters. 8.4 Explain the importance of other documents used with questionnaires.</p>

9	The process for data preparation and analysis; measurements of central tendency and dispersion.	9.1	Explain validation, editing, and coding of survey data.
		9.2	Explain data entry procedures as well as how to detect errors.
		9.3	Describe data tabulation and analysis approaches.
		9.4	Describe how to test hypotheses using univariate and bivariate statistics.
		9.5	Examine and apply and interpret analysis of variance (ANOVA).
		9.6	Identify and utilise perceptual mapping to present research findings.
10	The types of relationships between variables, the correspondence between two variables and associations between two nominal variables.	10.1	Explain the concepts of association and co-variation.
		10.2	Describe the differences between Pearson correlation and Spearman correlation.
		10.3	Explain the concept of statistical significance versus practical significance.
		10.4	Analyse when and how to use regression analysis.
<b>Methods of Evaluation:</b> A 3-hour written examination paper with five essay questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework in Marketing Research with a weighting of 100%.			

### Recommended Learning Resources: Marketing Research

<b>Text Books</b>	<ul style="list-style-type: none"> <li>• Marketing Research: An Integrated Approach by Alan Wilson. ISBN-10: 027369474X</li> <li>• Marketing Research: An Applied Approach by Naresh Malhotra , David Birks. ISBN-10: 0273706896</li> <li>• Marketing Research: Tools and Techniques by Nigel Bradley. ISBN-10: 0199281963</li> </ul>
<b>Study Manuals</b> 	BCE produced study packs
<b>CD ROM</b> 	Power-point slides
<b>Software</b> 	Excel