

Module title	<b>MARKETING 320 MARKETING RESEARCH</b>
Module Tutor	<b>Evita Gantina</b>
Module Level	<b>6</b>
Course delivery type	<b>Taught</b>
Notional Learning Hours	<b>150</b>
Credit Value	<b>15</b>

### **Rationale of the course within the degree scheme/Prerequisites/other entry requirements**

The need for relevant accurate and timely information is at the core of marketing activity and primarily for strategy development. Marketing research course links all theoretical components of marketing to relevant data derived information. The meaningful and effective implementation of Marketing Theory is realized primarily in combination with effective Marketing Research implementation.

### **Aims of the module**

To introduce the students to the needs of information regarding the marketing environment and the ways to investigate and learn how to provide qualitative and quantitative information through marketing research as to cover them. Also, to familiarize students with the marketing research tools and the use of the most appropriate as to meet research objectives in a valid and reliable way. To allow students to conduct and evaluate research projects.

### **Indicative content**

- Mktg dec. making & MR
- The research process
- Sources & types of information
- Literature review
- Reliability & Validity
- Measurement methods & scales
- Questionnaire development
- Qualitative research & observation
- Research designs
- Causal designs
- Sampling
- Midterm exam
- Sampling & coding
- How to do research on your own
- Data analysis
- Descriptive statistics
- Statistical testing
- How to write a communicative report
- Communicating findings and limitations

<b>Pre-requisite modules or specified entry requirements</b>
Statistics I (STAT 205)

### Intended Learning Outcomes

<b>A. Knowledge and understanding</b>	<b>Learning and teaching strategy</b>
<p><i>At the end of the module, learners will be expected to:</i></p> <p><b>A1:</b> Define the <b>role</b> of Marketing Research in the marketing strategy decision process</p> <p><b>A2:</b> Determine the <b>methodology</b> required in the MR process</p> <p><b>A3:</b> Be able to interpret findings</p> <p><b>A4:</b> Determine the management process of applying research</p>	<ul style="list-style-type: none"> <li>• lecture and use of case studies and examples,</li> <li>• course reading,</li> <li>• class discussion,</li> <li>• field trips,</li> <li>• guest lecturers,</li> <li>• project</li> </ul>
<b>B. Cognitive skills</b>	<b>Learning and teaching strategy</b>
<p><i>At the end of the module learners will be expected to:</i></p> <p><b>B1:</b> Synthesis of information</p> <p><b>B2:</b> apply skills of critical analysis and reasoning</p>	<p>Project</p> <p>Question and discussion sessions , project</p>
<b>C. Performance and practical skills</b>	<b>Learning and teaching strategy</b>
<p><i>At the end of the module, learners will be expected to:</i></p> <p><b>C1:</b> improve self-management skills</p> <p><b>C2:</b> develop organization skills</p>	<p>Meeting assignment deadlines, class presentation, writing assignments</p> <p>Project and class presentation</p>
<b>D. Personal and enabling skills</b>	<b>Learning and teaching strategy</b>
<p><i>At the end of the module, learners will be expected to:</i></p> <p><b>D1 :</b> develop written communication skills</p> <p><b>D2:</b> share sources, methods and findings</p>	<p>Class discussions, writing assessments and class presentation</p> <p>Project and class discussion</p>
<b>A. Knowledge and understanding</b>	<b>Learning and teaching strategy</b>
	Class presentation and project

To measure progress toward fulfillment of these outcomes, students will be required to complete the following assessments:

<b>Assessment Strategy/Assessment Methods</b>	<b>Relative weightings</b>
Midsemester Exam	30%
Research Project	30%
Final Exam	40%

<b>Assessment tasks</b>	<b>A1</b>	<b>A2</b>	<b>A3</b>	<b>A4</b>	<b>B1</b>	<b>B2</b>	<b>C1</b>	<b>C2</b>	<b>D1</b>	<b>D2</b>
Midsemester Exam	X	X			X	X	X	X	X	X
Project	X	X	X	X	X	X	X	X	X	X
Final Exam			X	X	X	X	X	X	X	X

### **Class Participation and Plagiarism Statement**

Students are expected to attend and participate in all of their courses throughout the term, including the first week. Those who fail to do so may be administratively withdrawn from individual courses of the College. This may affect the students' scholarship and financial aid eligibility.

A student is considered to have successfully attended a course if s/he has attended 75% of the course lectures. Thus, for a typical ACT course with 42 hours of contact time, this translates to 10 hours per course. This policy applies to all ACT students, degree-seeking and Study Abroad. Please note that absences are counted on an hourly basis. Absences due to participation in school-related trips and activities may count toward this limit.

During class time students are expected to participate in formative tasks such as following one forum of online debate on issues related to gender and development and participate in the debate with articulate comments as well as in-class exercises. Instances of cheating or plagiarism will not be tolerated. Plagiarism is the act of stealing or using the ideas or writings of another person and passing them off as one's own. A student committing an act of academic dishonesty in a given course will receive an F (0 percentage points) in the assignment where the academic infraction took place. If a student commits an act of academic dishonesty for a second time in the same course, this student will receive a failing grade in that course.

### **Special Accommodations**

If you have specific physical, psychological, or any other learning disabilities that you believe may require accommodations for this course, you should visit the Dean's office by bringing the appropriate documentation.

The Writing Center (1st floor, Bissell Library) is staffed by experienced English faculty and the tentative operating hours will be: MWF: 11:00 am--1:00 pm, and T Th: 10:30 am--1:30 pm. You are encouraged to use its services.

9. Teaching staff associated with the module	
Tutor's name and contact details	Contact hours
Evita gantina	
egantina@act.edu	Tue 16:00-17:00 , NB faculty room

## Reading Lists

### Key reading list

Author	Year	Title	Publisher	Location
McDaniel Jr., Carl; Gates, Roger	2013	<u>Marketing Research Essentials</u>	John Wiley & Sons	
Rajiv Grover; Marco Vriens	2006	The Handbook of Marketing Research		Bissell Library
Robert E. Stevens; Bruce Wrenn; Philip K. Sherwood; Morris E. Ruddick; David L. Loudon	2005	The Marketing Research Guide		Bissell Library
W. Bruce Wrenn ; Robert E. Stevens; David L. Loudon	2001	Marketing Research		Bissell Library
Martin P. Block; Tamara S. Block; Tamara Brezen Block	2005	Business to Business Marketing Research		Bissell Library
George Breen; Albert B. Blankenship	1989	Do-It-Yourself Marketing Research		Bissell Library
David A, Reid; Richard E. Plank; J David Lichtenthal	2003	Fundamentals of Business Marketing Research		Bissell Library
Harper W. Boyd; Ralph L. Westfall; Stanley F, Stasch	1981	Marketing Research		Bissell Library
A. B. Blankenship	1994	State of the Art Marketing Research		Bissell Library
Alan Mercer	1991	Implementable Marketing Research		Bissell Library
Margaret Crimp	1990	The Marketing Research Process		Bissell Library
Carl McDaniel; H. Gates; Leyh (Editor)	1992	Contemporary Marketing Research		Bissell Library
Kinnea, Thomas C.; Taylor, James R.	1991	Marketing Research: an Applied Approach		Bissell Library
Saunders, Lewis & Thornhill	2007	Research Methods for Business Students		Bissell Library
Sue Green	2008	Business Research Methods	Bookboon.com	

### 11. Other indicative text (e.g. websites)

<http://www.quirks.com/>

<http://www.mmra-global.org/>

<http://www.esomar.org/knowledge-and-standards/research-associations.php>

<http://www.marketingresearch.org>