

CAPTURING MARKET INSIGHTS - 2024/5

Module code: MAN2197

Module Overview

This module aims to provide students with both theoretical and practical understanding of how marketing research is designed, conducted and evaluated. More specifically, this module gives students a deep understanding of various decisions involved in capturing market insights through the research process and their implications for business strategies and value delivery to different stakeholders.

Module provider

Surrey Business School

Module Leader

ANNINOI Ioanna (SBS)

Number of Credits: 15

ECTS Credits: 7.5

Framework: FHEQ Level 5

Module cap (Maximum number of students): N/A

Overall student workload

Independent Learning Hours: 84

Lecture Hours: 22

Seminar Hours: 11

Guided Learning: 11

Captured Content: 22

Module Availability

Semester 1

Prerequisites / Co-requisites

N/A

Module content

Indicative content includes:

- The nature, scope and roles of the marketing research process
- The use of primary and secondary data
- Capturing insights through qualitative research methods
- The use and application of qualitative data collection methods
- Capturing insights through quantitative approaches
- Capturing online data
- Deriving implications through data analysis
- Deriving strategies and value implications for companies

Assessment pattern

Assessment type	Unit of assessment	Weighting
Coursework	GROUP ASSIGNMENT	40
Examination Online	ONLINE (OPEN BOOK) EXAM SET TIME AND DATE 120 minutes	60

Alternative Assessment

Alternative assessment for 'Group Assignment' is an 'Individual assignment'

Assessment Strategy

The assessment strategy is designed to provide students with the opportunity to demonstrate: Knowledge and application of theoretical concepts in capturing marketing insights through the research process and their implication for stakeholders and learn to work in a team and design a marketing research project

The summative assessment for this module consists of:

- Group assignment report, (addresses learning outcomes 1 and 2)
- Online individual exam, (addresses learning outcomes 3 and 4)

Formative assessment and feedback:

This module adopts an enquiry-based approach to assessment and feedback where resources are provided to students to enable them to identify their own strengths and weaknesses prior to an assessment, and in turn decide their own learning strategies. These resources include: Seminars will be designed to address the preparation process, team management, and other key issues associated with the group project and exam preparation; A detailed marking scheme will be supplied to students to explain the assessment criteria used and the weighting of each criterion; Criteria have been developed in line with the learning outcomes;

Summative feedback, explaining what students did well and less well, will be published on SurreyLearn once the marking process is complete; The generic feedback, including a statistical breakdown, will also be posted on SurreyLearn so that students can gauge their own performance Marks will be returned to students within three weeks of submission (excluding bank holidays and university closure days), via SurreyLearn.

Exam marks may be released later pending ratification at the Board of Examiners.

Module aims

- To provide a theoretical understanding on how marketers can gain customer insights through the marketing research process and the implications of such insights.
- To provide a theoretical understanding of different types of insights, and ways through which qualitative and quantitative information could be derived and analysed.
- To provide a practical experience where students learn to apply theoretical concepts in conducting and managing a marketing research project.
- To provide a practical experience where students learn to work as a team, coordinate and communicate with other individuals, and appreciate the importance of teamwork in conducting a research project.

Learning outcomes

		Attributes Developed
001	Identify the different various theoretical concepts underpinning the marketing research process;	CK
002	Appreciate the importance and contributions of capturing market insights to daily business practices;	CKP
003	Apply sound knowledge of theoretical concepts in designing a marketing research project;	CKP
004	Appreciate the importance of teamwork and work effectively as a team in executing the marketing research project.	PT

Attributes Developed

C - Cognitive/analytical

K - Subject knowledge

T - Transferable skills

P - Professional/Practical skills

Methods of Teaching / Learning

The learning and teaching strategy is designed to:

develop both theoretical and practical understanding of the discipline, develop a sound knowledge of the principal areas within the

discipline, place students in a practical context and enable them to learn to design a research project.

Indicated Lecture Hours (which may also include seminars, tutorials, workshops and other contact time) are approximate and may include in-class tests where one or more of these are an assessment on the module. In-class tests are scheduled/organised separately to taught content and will be published on to student personal timetables, where they apply to taken modules, as soon as they are finalised by central administration. This will usually be after the initial publication of the teaching timetable for the relevant semester.

Reading list

<https://readinglists.surrey.ac.uk>

Upon accessing the reading list, please search for the module using the module code: **MAN2197**

Other information

Employability The module is designed to equip students with market research knowledge and competencies which can be transferable to professional settings. Students will learn real-life applications of capturing market insights and their implications for companies, which would enhance their future employability.

Global and Cultural Capabilities: Students will have an opportunity to interact with others while working on the group project and will therefore benefit from the cultural diversities of the student body.

Digital Capabilities: Students will develop their digital capabilities using software such as SurreyLearn, Zoom and MS Office Applications, some of which they can utilise in the workplace.

Resourcefulness and Resilience: Students will be offered both in-class and written feedback (for assessed components). This feedback is designed to develop and enhance their analytical, communication, team-work and problem-solving skills, which would make them more adaptable in the workplace.

Programmes this module appears in

Programme	Semester	Classification	Qualifying conditions
Accounting and Finance (Dual degree with SII-DUFE) BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Accounting and Finance BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management (Marketing) BSc (Hons).	1	Compulsory	A weighted aggregate mark of 40% is required to pass the module
Business Management and French BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management and Spanish BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module
Business Management with Entrepreneurship and Innovation BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module
International Business Management (Dual degree with SII-DUFE) BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module
International Business Management (SII DUFE) BSc (Hons).	1	Optional	A weighted aggregate mark of 40% is required to pass the module

Programme	Semester	Classification	Qualifying conditions
International Business Management BSc (Hons)	1	Optional	A weighted aggregate mark of 40% is required to pass the module

Please note that the information detailed within this record is accurate at the time of publishing and may be subject to change. This record contains information for the most up to date version of the programme / module for the 2024/5 academic year.