




## MODULE SPECIFICATION

Part 1: Information			
Module Title	Research Methods for Marketing		
Module Code	UMKDH4-15-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS, Business and Management		
Contributes towards	MSc Marketing, MSc Marketing Communications		
Module type:	Standard Project		
Pre-requisites	<i>None</i>		
Excluded Combinations	<i>None</i>		
Co- requisites	<i>None</i>		
Module Entry requirements	<i>N/A</i>		

Part 2: Description
<p>The module will take a practical approach, presenting student with real-life problems and case studies to encourage them to apply theory to the resolution of marketing problems.</p> <p>You will cover:</p> <ul style="list-style-type: none"> <li>• Knowledge generation and marketing management; Knowledge as a source of competitive advantage;</li> <li>• Models of the research process. Analysing research problems and formulating research objectives;</li> <li>• Research paradigms and research designs;</li> <li>• Qualitative research methods;</li> <li>• Quantitative research methods. Measurement scaling and questionnaire design;</li> <li>• Sampling theory, techniques and strategies;</li> <li>• Data gathering;</li> <li>• Data analysis tools and techniques;</li> <li>• Data quality; Validity/reliability issues;</li> <li>• Interpreting research results.</li> <li>• Costing and budgeting for research projects</li> <li>• Research paradigms and the role of theory in designing and implementing research. Academic vs. professional research in marketing</li> </ul>

<b>Part 3: Assessment</b>		
In line with the programme's strategy, the assessment emphasises the vocational relevance of the module by require students to submit a commercial marketing research proposal. This is done initially as an individual piece of work. Students then form small groups to develop and deliver a group pitch which builds on the best features of the work from the individuals in the group.		
Identify final timetabled piece of assessment (component and element)	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>25%</b>	<b>75%</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. 30-minute group presentation	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. 3000-word individual commercial research proposal	100%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. 15 minute recorded individual presentation	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. 3000-word individual commercial research proposal	100%	
<b>Part 4: Learning Outcomes &amp; KIS Data</b>		
Learning Outcomes	On successful completion of this module students will be able to: <ul style="list-style-type: none"> <li>Justify the central role of knowledge generation to all levels of marketing management;</li> <li>Critically evaluate the role of theory in knowledge generation;</li> <li>Explain the key stages of the research process in its various contexts and applications;</li> <li>Identify and evaluate an extensive range of research techniques relevant to academic and professional research in marketing;</li> <li>Apply this knowledge critically to the design and execution of appropriate marketing research projects;</li> <li>Produce clearly argued and analytically underpinned solutions to marketing research scenarios using various research paradigms and frameworks;</li> <li>Demonstrate problem solving through critical evaluation of complex data;</li> <li>Communicate effectively by written means;</li> <li>Compare and contrast academic and professional marketing research, in terms of both substance and presentation.</li> </ul>	
Key Information Sets Information (KIS)		

Contact Hours	<b>Key Information Set - Module data</b>																																		
	Number of credits for this module					15																													
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																														
150	24	126	0	150																															
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;																																		
	<p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																																		
	<table border="1"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td></td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td></td> <td></td> <td>75%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td></td> <td></td> <td>25%</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>100%</td> <td></td> </tr> </table>						Total assessment of the module:						Written exam assessment percentage				0%		Coursework assessment percentage				75%		Practical exam assessment percentage				25%						100%
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Reading List	<p>Reading list links:  <a href="https://uwe.rl.talis.com/lists/692AE1B1-4B1E-6455-FCD5-F295B37ED3FB.html">https://uwe.rl.talis.com/lists/692AE1B1-4B1E-6455-FCD5-F295B37ED3FB.html</a></p> <p>Fat track list <a href="https://uwe.rl.talis.com/lists/EA4F0871-1BB9-537F-0C6F-A6E43A55423C.html">https://uwe.rl.talis.com/lists/EA4F0871-1BB9-537F-0C6F-A6E43A55423C.html</a></p>																																		

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First CAP Approval Date	CAP 3 June 2015			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	7 March 2016	Version	2	<a href="#">link to RIA</a>