



## **Module Specification**

### **Research Methods for Marketing**

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## **Part 1: Information**

**Module title:** Research Methods for Marketing

**Module code:** UMKDH4-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Field:** Marketing

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## **Part 2: Description**

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** You will cover:

Knowledge generation and marketing management

Knowledge as a source of competitive advantage

Models of the research process

Analysing research problems and formulating research objectives

Research paradigms and research designs

Qualitative research methods

Quantitative research methods

Measurement scaling and questionnaire design

Sampling theory, techniques and strategies

Data gathering

Data analysis tools and techniques

Data quality

Validity/reliability issues

Interpreting research results

Costing and budgeting for research projects

Research paradigms and the role of theory in designing and implementing research

Academic vs. professional research in marketing

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Justify the central role of knowledge generation to all levels of marketing management

**MO2** Critically evaluate the role of theory in knowledge generation

**MO3** Explain the key stages of the research process in its various contexts and applications

**MO4** Identify and evaluate an extensive range of research techniques relevant to academic and professional research in marketing

**MO5** Apply this knowledge critically to the design and execution of appropriate marketing research projects

**MO6** Produce clearly argued and analytically underpinned solutions to marketing research scenarios using various research paradigms and frameworks

**MO7** Demonstrate problem solving through critical evaluation of complex data

**MO8** Communicate effectively by written means

**MO9** Compare and contrast academic and professional marketing research, in terms of both substance and presentation

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link <https://uwe.rl.talis.com/modules/umkdh4-15-m.html>

## **Part 4: Assessment**

**Assessment strategy:** 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.

**Assessment tasks:**

**Written Assignment (First Sit)**

Description: Individual commercial research proposal

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Presentation (First Sit)**

Description: group presentation

Weighting: 25 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Written Assignment (Resit)**

Description: Individual commercial research proposal

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Presentation (Resit)**

Description: group presentation (groups of one permitted )

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24