

H7MR: Market Research

Module Code:	H7MR
Long Title	Market Research APPROVED
Title	Market Research
Module Level:	LEVEL 7
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	MICHAEL BANE
Module Author:	MICHAEL BANE
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Discuss the role of market research as a business decision making and information gathering tool.
LO2	Evaluate research ideologies and methodologies in light of contemporary and/or live marketing problems and demonstrate a comprehensive understanding of the theoretical principles and resultant approaches of research.
LO3	Demonstrate an understanding of the challenges and benefits associated with each methodology enabling the student to evaluate and defend use of different methods for different purposes.
LO4	Illustrate comprehension of the different research methodologies by creating a research plan using qualitative and/or quantitative methodologies.
LO5	Examine and interpret both secondary and primary data and be capable of delivering clear insights and recommendations from this data.
LO6	Design a comprehensive presentation of the research results and discuss these findings with the Market Research class.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

H7MR: Market Research

Module Content & Assessment			
Indicative Content			
Before Fieldwork			
1. Introduction to Market Research 2. The Market Research Process 3. Secondary Research			
Qualitative Research Methods			
4. Ethnography and Netnography 5. Focus Groups 6. Depth Interviews 7. Projective techniques			
Quantitative Research Methods			
8. Questionnaire design 9. Scales 10. Sampling			
After Fieldwork			
11. Analysing qualitative data 12. Analysing quantitative data 13. Presentation skills			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Ass1	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,5,6
Non-Marked:	No		
Assessment Description:			
Over a period of about four weeks students follow a brand on at least three platforms. They must follow the official brand comms on Instagram, Twitter etc. but also monitor consumer groups and discussion boards where their brand is being discussed. They must also post on these platforms. The objective is to see if the official brand messaging matches consumer perception e.g. a popular brand with this cohort is clothing brand Pretty Little Thing.com. The message PLT puts out is one of diversity, inclusivity and affordability – does the target market believe that the brand genuinely values diversity and that the fashion is affordable?			
Assessment Type:	Group Presentation	% of total:	60
Assessment Date:	n/a	Outcome addressed:	2,3,4,5,6
Non-Marked:	No		
Assessment Description:			
Based on Euromonitor Global Consumer Trends report of current year. Students select a trend to further research, firstly secondary research and then primary research. Objective is to discover if the selected global trend is manifesting in Ireland. Results are presented in the last week of term. (45% for written report and 15% for presentation). Everyone in group must present a section.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only			
<i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description			
The repeat assessment strategy for this module is broken into the above component parts. A learner who fails the assignment will be given a new piece of work to complete. Students who fail to attempt the assignment may be given the original piece of work.			

H7MR: Market Research

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Independent Learning	No Description	172	Per Semester	14.33
Directed Learning	Directed e-learning	30	Per Semester	2.50
Total Weekly Contact Hours				6.50

Module Resources	
<i>Recommended Book Resources</i>	
Yvonne McGivern. (2021), 'The Practice of Market Research: From Data to Insight', 5th Ed.	
<i>Supplementary Book Resources</i>	
<p>Paul Hague. (2021), Market Research in Practice: An Introduction to Gaining Greater Market Insight, 4th Ed.</p> <p>Anne E. Beall,. (2019), Strategic Market Research: A Guide to Conducting Research that Drives Businesses, 3rd Ed.</p> <p>Robert V. Kozinets and Rossella Gambetti. (2021), Netnography Unlimited : Understanding Technoculture Using Qualitative Social Media Research.</p> <p>Janice Aurini, Melanie Heath and Stephanie Howells. (2021), The How To of Qualitative Research, 2nd Ed.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
[Other materials], Case studies, examples and video URLs (e.g. TED talks, youtube) will also be made available on Moodle.	
Discussion Note:	