

## H9MKR: Market Research

Module Code:	H9MKR
Long Title	Market Research <b>APPROVED</b>
Title	Market Research
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	Faye McGinley
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	Critically examine the role market research and the marketing research process plays in helping organisations learn about its consumers and competitors.
LO2	Appraise rigorously the different research approaches available to management and the situations warranting the use of one over another.
LO3	Construct a research plan with clear and concise research objectives.
LO4	Critically evaluate research methodologies and the measures employed to collect data.
LO5	Develop skills related to the analysis of marketing data and the understanding of research findings, report preparation and presentation of the results.
LO6	Experience how to carry out a real life project as part of a team and appreciate how each member of the team contributes in different yet interlocking ways.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
No recommendations listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
Indicative Content			
<b>An Introduction to Market Research</b> What is Research?: What is the value of Market research?: Research Contexts: Applied versus basic Research; Exploratory versus Descriptive versus Causal Research: Types of Research Design: Ethics in Research			
<b>The Market Research Process</b> Steps to Carrying out Market Research: Problem definition, Articulating the research objectives, Research Design, Sample selection (biased or unrepresentative sample selection); Data collection procedures and problems that may be encountered, data falsification, Data Collection and Analysis, Compiling the Research report			
<b>The Research Brief</b> Preparing a Written Brief: Defining the Research problem: What Information is Required? The Nature of the Research Enquiry; Time and Budgetary constraints: Preparing and checking the research Brief: The Client-researcher Relationship			
<b>The Role of Secondary Data in Market Research</b> Why carry out Secondary research? Sources of Secondary data (internal, open access, published, syndicated); Strengths and Uses: Weaknesses: Data Analysis Challenges; Evaluating the Accuracy of Secondary Data; Secondary Data in Global Markets: Comparability of International Data			
<b>Qualitative Research</b> What is Qualitative Research and what is it Used For? Focus Groups – study parameters, discussion topics and questions, selecting participants, managing the process. Online focus groups – discussion groups, forums and online communities: Depth Interviews – question techniques, projective techniques.			
<b>Observation Research</b> Under what Conditions is Observation research appropriate? Dimensions of Observation research – Natural versus Contrived, Open versus Disguised, Direct versus Indirect, Structured versus Indirect, Human versus Mechanical (eye-tracking, cognitive neuroscience), Ethics of Observation research			
<b>Quantitative Research</b> What is quantitative research and when is it used? Questionnaires and surveys: Self-administered surveys versus face-to-face, telephone surveys and Internet surveys: Sampling and sampling errors – systematic error, Survey selection.			
<b>Questionnaire Design</b> The importance and contribution of good questionnaire design, question wording, question structure, question order, questionnaire length, answer format and structure, pilot study.			
<b>Measuring Attitudes – Use of Scales</b> The Concept of Measurement: Scales – The Characteristics, Uses, Advantages and Disadvantages of the Four Main Scale Types - Nominal, Ordinal, Interval and Ratio, Considerations when Selecting a Scale, Characteristics of a Good Scale.			
<b>Analysing Qualitative Data</b> What is Qualitative data Analysis? Deductive and inductive reasoning: Preparing data for analysis, data coding, data entry, the use of software for data analysis – Nvivo; Reliability and Validity			
<b>Analysing Quantitative Data</b> Statistical packages such as the use of SPSS, Explanatory analysis, Inferential analysis, Looking for patterns and relationships, data reduction, univariate and bivariate descriptive analysis			
<b>Preparing a Research Report</b> Interpreting Research Findings: Effectively Communicating Findings: Providing Insight, Preparing and Delivering a Presentation; Creating Effective Visuals; Writing a Report,			
Assessment Breakdown			%
Coursework			40.00%
End of Module Assessment			60.00%
Assessments			
Full Time			
Coursework			
<b>Assessment Type:</b>	Project	<b>% of total:</b>	40
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,4,5,6
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Students will be required to carry out a group market research project using both primary and secondary data to assess the market need for a service of their choosing here in the IFSC.			
End of Module Assessment			
<b>Assessment Type:</b>	Terminal Exam	<b>% of total:</b>	60
<b>Assessment Date:</b>	End-of-Semester	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> A two hour examination will be held at the end of the semester.			
No Workplace Assessment			
Reassessment Requirement			
<b>Repeat examination</b> <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

## H9MKR: Market Research

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning Time	No Description	95	Every Week	95.00
Total Weekly Contact Hours				30.00

Module Resources	
<i>This module does not have any book resources</i>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	