1. **Title of the module**

BUSN5450 (CB545) Marketing Research

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

BUSN3700 Introduction to Marketing

1. **The programmes of study to which the module contributes**

BSc Marketing and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 demonstrate an in-depth understanding of the key concepts, theories and issues faced in marketing research;

8.2 understand the market research process and be able to apply this knowledge to the design and implement a market research plan;

8.3 demonstrate a systematic understanding of how to collect primary data using both qualitative and quantitative methods;

8.4 demonstrate the ability to collect, analyse and interpret both qualitative and quantitative data relevant to a practical company brief;

8.5 interpret complex data to justify decisions and make recommendations for a practical company brief;

8.6 critically reflect on how theory was, or should have been used, to inform the practical decisions taken in conducting the marketing research.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 apply complex theories and concepts in marketing research to practical situations;

9.2 collect and systematically interpret appropriate data and information;

9.3 demonstrate research, analytical, evaluative and critical thinking skills;

9.4 demonstrate initiative and personal responsibility in working and studying independently;

9.5 communicate effectively to a variety of audiences and/or using a variety of methods

9.6 work with others to develop interpersonal and team-working skills.

1. **A synopsis of the curriculum**

This module aims to provide students with understanding and experience of the theory and practice of marketing research. During the module students design and implement a marketing research plan, design a questionnaire, collect and analyse data, prepare an oral presentation and write a marketing research report.

Indicative topics of study are as follows:

* Introduction to marketing research: Defining and designing marketing research projects
* Understanding data: Secondary data and databases
* Primary data collection techniques.
* Questionnaire design
* Measurement and measurement scales and error.
* Sampling and sample design and error
* Data analysis techniques
* Communicating the results of marketing research

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

McDaniel and Gates, (2010), Marketing Research Essentials, 7th Edition, Chichester: John Wiley and Sons

Malhotra, N and Birks, D (2007), Marketing Research: An Applied Approach, Third Edition, London: FT Prentice Hall

Proctor, T, (2005) Essentials of Marketing Research, Fourth Edition, London: FT Prentice Hall.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group Presentation (20%)

Report (4000-5000 words) (70%)

MCQ online Test (10%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** |  |  | **X** | **X** | **X** |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| Group Presentation | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |
| Individual Report | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| MCQ online Test | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |  |  |  |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

The module introduces examples of how market research might be conducted differently in international markets or adapted for different cultures.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 08/12/19 | Major | Sep 2020 | 13, 14, 17 | No |
|  |  |  |  |  |