

BMM603 MARKETING RESEARCH

Academic Year 2013/14

Number of Aston Credits:	15
Number of ECTS Credits:	7.5

Staff Member Responsible for the Module:

Dr Andrew M Farrell Marketing Group,
Aston Business School Building Room 233, Extension: 4874
Email: a.m.farrell2@aston.ac.uk
Availability: Office Hours are managed online. Book them using:
<http://www.tinyurl.com/dr-andrew-farrell>

Or contact the Marketing Group Administrator Samantha Doidge
ABS 236, Extension: 3147
Email: s.doidge@aston.ac.uk

Pre-Requisite(s) for the Module:

None – but students should be comfortable working with PCs.

Information for Distance Learning Students:

This course is taught on campus. Although the tutorials are an essential element of the course these can be conducted off-site. Where possible, answers to these tutorials are provided. Note that the office hours are not the place to ask detailed questions on the tutorials. This should be done during regular tutorial hours.

Module Learning Outcomes:

This module is designed to help students develop a broad understanding of the requirements for successfully conducting marketing research as practiced in today's dynamic and highly competitive business world. Managers and researchers require an appreciation of the subtle interactions among the parts of the research process, available data, and marketing strategy in order to have confidence in research results.

In this module, the practical applications of research and the associated research methodologies underlying each application are emphasized. In this respect, this module builds upon the knowledge gained from Analysis for Dissertation Research (BMM646) by offering students real-life examples and applications of research techniques. Special

attention is given to developing an understanding of data-specific tools and computer-based programming which can assist marketing managers in making practical decisions.

The module has two broad pedagogical objectives. First, it seeks to develop students' appreciation of the scope of marketing research and how the elements comprising the marketing research process are inter-linked. Second, the module aims to encourage critical thinking about the options available to marketing managers and/or researchers when considering how research should be applied in business situations.

Upon completion of the module, students should be able to:

- a) Knowledge and Understanding: use marketing research theories and concepts, in addition to qualitative and quantitative research skills, to demonstrate how information can be used as an aid to decision making in an organizational context. This should be accomplished through attending lectures and tutorials, completion of the group coursework element, and exam preparation.
- b) Intellectual Skills: critically assess and engage with marketing problems, demonstrating a high level of analytical competence. This should be accomplished through attending lectures and tutorials, completion of the group coursework element, and exam preparation.
- c) Professional Skills: apply theories and models from the area marketing research, including qualitative, quantitative and statistical methods, to a range of organizational problems and issues. This should be accomplished through attending lectures and tutorials, completion of the group coursework element, and exam preparation.
- d) Transferable Skills: write marketing reports, work effectively in international, multi-cultural teams, and have greater confidence in understanding and critiquing research-related information (e.g. reports and/or presentations from research partners). This should be accomplished through attending lectures and tutorials, exam preparation, and especially through completion of the group coursework element.

Module Content:

Week	Lecture Content	Readings *
1 (12)	Introduction <ul style="list-style-type: none"> > The Role of Marketing Research > The Market Research Industry > Problem Formulation > In-Class Exercise: The Coca-Cola Research Blunder 	MG Chapter 1 MG Chapter 2 MG Chapter 3 <i>Hartley case on Coca Cola</i> <i>(In course pack / on Blackboard)</i>
2 (13)	Qualitative Design <ul style="list-style-type: none"> > Standard Qualitative Methods > Focus Groups and Interviews > Tutorial 1 	MG Chapter 5 DBR Chapter 9 <i>Designing an Interview Guide</i>
3 (14)	Qualitative Analysis <ul style="list-style-type: none"> > Coding > Analysis > Tutorial 2 	MG Chapter 5 DBR Chapter 10 <i>Reporting Interview Analysis</i>
4 (15)	Data Analysis <ul style="list-style-type: none"> > Initial Data Testing > Introduction to SPSS > Tutorial 3 	MG Chapter 15 <i>Excel / SPSS Introduction Exercise</i>
5 (16)	Scale Development <ul style="list-style-type: none"> > Correlation > Factor Analysis > Reliability and Validity > Tutorial 4 	MG Chapter 17: pp. 526-533 MG Chapter 18: pp. 560-564 MG Chapter 10: pp. 286-294 <i>SPSS Exercise 1</i>
6(17)	Assignment/Reading Week	None! (Use This Time Wisely)
7(18)	Regression <ul style="list-style-type: none"> > Regression and Multiple Regression > Tutorial5 	MG Chapter 17 <i>SPSS Exercise 2</i>
8 (19)	Group Comparisons <ul style="list-style-type: none"> > Experimental Analysis > Tutorial 6 	MG Chapter 16 DBR Chapters 13 and 14 <i>SPSS Exercise 3</i>
9(20)	Summary and Revision	Prepare for the Exam Hand in Coursework
10(21)	Exam Week	Good Luck Everybody!

* MG = Readings from McDaniel and Gates (2013) *Marketing Research (9th International Student Version)* Wiley.

* DBR = Readings from Lee and Lings (2008) *Doing Business Research*, Sage Publications.

Additional Module Content: Tutorials

As well as lectures, this module includes Six Tutorial sessions, two with a qualitative focus (Tutorials 1 and 2), and four with a quantitative focus, which allow students to gain some familiarity with one of the most commonly used computer software packages in market research, SPSS, Statistical Package for the Social Sciences (Tutorials 3, 4, 5, and 6).

The Tutorials are designed to enable students to put into practice the qualitative and quantitative theories and techniques learned in lectures. The Tutorials have a variety of aims: to prepare students for their dissertation work (Tutorials 1, 2, 3, 4, 5, and 6); and to prepare students for the quantitative aspect of their group Coursework while familiarizing them with the SPSS software package (Tutorials 3, 4, 5, and 6).

The specific dates and times of Tutorials will be decided early in the module.

Each Tutorial will have a specific topic to be achieved within the session. However, the students are encouraged to use this time to ask any questions they might have regarding the assigned lecture material or group Coursework.

Tutorial Number	Qualitative Tutorial Topic
Tutorial 1	Developing an Interview Guide
Tutorial 2	Reporting Interview Analysis
Tutorial Number	Quantitative Tutorial Topic
Tutorial 3	Introduction to Excel / SPSS
Tutorial 4	Scale Development: (Factor Analysis, Reliability, Validity)
Tutorial 5	Regression/ Multiple Regression
Tutorial 6	Experimental Analysis

Corporate Connections:

Because technology has become such an important element in the marketing research process, it is very important that students have access to the very latest professional software. In this module, we will make use of a number crunching program, SPSS. This is available in the lab thanks to agreements with the corporations that provide these products. SPSS is also available for installation on personal computers (e.g. laptops) and can be issued from the Library. From time to time outside speakers may be brought in to speak to marketing research classes, on an ad-hoc basis.

International Dimensions:

Within the module, attention is drawn to the issues involved in (a) conducting marketing research in different countries and (b) conducting cross-national marketing research. For example, in the context of measuring attitudes across countries, concepts such as conceptual, functional, measurement, sampling and data collection equivalence issues are discussed. Data sets and cases involve different cultures and countries.

Contribution of Research:

The module reflects some of the research that is done in the department as the group Coursework is based upon data collected by faculty members. As such the data is 'real' data in that it reflects ongoing and recent research efforts.

Ethics, Responsibility & Sustainability:

As a first stage in many decisions that take into account economic, social and environmental factors, research is closely linked with issues of ethics, responsibility, and sustainability. Ethical and moral conduct of marketing researchers will be discussed both in the context of real-life examples, and using guidelines from relevant research organisations (e.g. Market Research Society, MRS, and the European Society for Opinion and Market Research, ESOMAR). In particular, the role of market researchers who may or may not be ultimate decision makers will be considered.

Method of Teaching:

The module is taught by a variety of techniques primarily including lecture, case study, and tutorial. Lectures are provided on a weekly basis. These are supplemented by software tutorials and case analysis as indicated in the module schedule. Case study preparation is required and candidates are expected to demonstrate their ability to apply their knowledge and understanding of key issues and concepts.

SPSS tutorials will take place in the computer labs and will involve an introduction to the data modeling packages. SPSS and Excel will be of particular benefit to those students who undertake quantitative work in their dissertations.

In order to fully benefit from the course, pre-reading the appropriate chapters and preparing cases for discussion prior to the class is essential.

Over the ten study weeks of this module, students are expected to spend 150 hours in classes, tutorial sessions, pre-reading, class preparation and preparation of coursework. The breakdown of hours presented are indicative of actual timings, and may be adjusted in-line with module learning outcomes.

Learning Hours:

Activity

Pre-Reading:	27
Lectures:	27
Tutorials:	6
Directed Reading / Class Preparation:	27
Group Coursework Analysis and Writing:	33
Examination Preparation:	30
Total Hours	150

Method of Assessment and Feedback:

The M603 module will be assessed via an examination worth 70% of the final grade. The exam is designed to fulfill the pedagogical objectives outlined in the “Module Learning Objectives” section of this module outline, and ascertain whether the student learning objectives have been achieved. The exam is designed to assess all module learning objectives, but especially the Knowledge and Understanding and Intellectual Skills elements.

Students will also be assessed via group work worth 30% of the final grade. Each group will turn in a piece of assessed Coursework in Week 9 (**Friday 14th March 2014**). Feedback on this Coursework will be given once the coursework has been submitted. In addition, individual feedback will be given on the grade sheets. The coursework is designed to assess all module learning objectives, but especially the Professional Skills and Transferable Skills elements.

Students should note that while there is great benefit to doing group work it can also be problematic. For this reason students are encouraged to pay particular attention to the following:

- > Please consult the student handbook for more general information on group projects.
- > Please consult the Library and Information Services (LIS) website on group work: <http://www1.aston.ac.uk/current-students/studentssupport/studyskills/groupwork/>
- > Students are advised to bring any problems in group behaviour or cohesion to the instructor at the earliest possible instance.
- > Note that students have access to a system to give you the opportunity to appeal against allocations that are considered to be unfair by any member of the group.
- > Please keep records of group work in the form of notes from group meetings, etc., to allow a full evaluation of contribution and effort, should it be required.

The following readings are subject to change. Students should not therefore purchase textbooks prior to commencing their course. To undertake background reading before starting a course, try an online library catalogue for the chapters/readings listed below.

Pre-reading:

Pre-reading for this module is indicated in “Module Content”. This section indicates the book chapters and cases that are relevant to lecture sessions. It is expected that students taking this module will be familiar with basic Marketing Management theory and concepts.

Essential Reading:

McDaniel, Carl and Roger Gates (2013) *Marketing Research (International Student Version)* (9th Ed.), John Wiley & Sons

Other Useful Marketing Research Books:

Iacobucci, Dawn and Gilbert A. Churchill (2010) *Marketing Research: Methodological Foundations* (10th Student Edition), South-Western, Thomson Learning.

Diamantopoulos, Adamantios and Bodo B. Schlegelmilch (1996) *Taking the Fear out of Data Analysis*, Dryden Press.

Hair, Joseph F., Bill Black, Barry Babin, Rolph E. Anderson and Ronald L. Tatham (2005) *Multivariate Data Analysis* (6th Ed.), Pearson Prentice Hall.

SPSS / Quantitative Books:

These books might be useful if you find yourself having difficulty with SPSS exercises. If you can't find the latest editions of these books, earlier editions are also useful.

Coakes, Sheridan J. (2011) *SPSS: Analysis without Anguish using SPSS Version 18.0 for Windows*, John Wiley & Sons.

Field, Andy (2009) *Discovering Statistics using SPSS* (3rd Ed.), Sage Publications.

Qualitative Research Books:

Miles, Matthew B. and A. Michael Huberman (1984), *Qualitative Data Analysis: An Expanded Sourcebook* (2nd Ed.), Sage.

Silverman, David (2009), *Interpreting Qualitative Data* (3rd Ed.), Sage.
Wolcott, Harry F. (2009), *Writing Up Qualitative Research*, Sage.

Some Electronic Sources:

<http://davidakenny.net/kenny.htm> (homepage of David A Kenny, with lots of interesting information, especially on the topics of moderation and mediation)

<http://people.ku.edu/~preacher/> (homepage of Kris Preacher, with a handy Sobel test calculator for mediator effects in regression)

<http://onlineqda.hud.ac.uk/index.php> (an ESRC-funded online Qualitative Data Analysis website created by the University of Huddersfield)

Websites and Online Resources:

MRS – The Market Research Society (www.mrs.org.uk)
ESOMAR - European Society for Opinion and Marketing Research (www.esomar.org)
Social Research Association (www.the-sra.org.uk)
Mystery Shopping Providers Association (www.mysteryshopping.org)
World Association for Opinion Research (www.unl.edu/WAPOR)
Research Buyer's Guide (<http://www.rbg.org.uk/>)
Research-live (www.research-live.com)

Academic Journals:

European Journal of Marketing
International Journal of Market Research
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Marketing
Journal of Retailing
Journal of Service Research

Practitioner Journals:

Business Week
California Management Review
Harvard Business Review
Long Range Planning



Aston Business School
Birmingham

Marketing Week
McKinsey Quarterly
MIT Sloan Management Review
Research Magazine (www.research-live.com)
The Economist
The Financial Times (FT)
Thunderbird International Business Review

Industry Reports: (available from Aston Library)

Business Insight
GMID (Euromonitor)
Keynote
UK Consumer Outlook
Datamonitor Reports

Codes of Conduct:

MRS Code of Conduct (2012)
ICC/ESOMAR International Code on Market and Social Research 2008

Additional Referencing Information:

<http://www1.aston.ac.uk/current-students/student-support/studyskills/>
(Aston Library's website offering help with study skills, group work, and plagiarism)



For further information on any of the opportunities that Aston Business School offers, please contact:

Aston Business School Aston University Aston Triangle Birmingham B4 7ET +44 (0)121 204 3000 www.abs.aston.ac.uk