

Foundations of Marketing Science

Academic Year 2011/12

Number of ECTS Credits: 7.5

Compulsory Module

Module Summary

This module is primarily designed to prepare students to conduct their dissertations in marketing, or to conduct rigorous research in their later careers. Furthermore, the course should help all students deal with research in their later career choices. More specifically, managers and research professionals require an understanding of the research process itself, as well as the underlying concepts involved in research, in order to have confidence in the results of any research they may conduct or commission. **The course is academically-focused rather than specifically concerned with 'market-research' (etc.) such as that done in agencies.**

Academic thinking is a skill which has wider benefits to students than simply learning the latest 'marketing fad'. It teaches students to *think originally and conceptually, and analyse in a critical manner*, rather than follow a 'cookbook' to solve problems. **These are the key skills needed for senior management.** The module has two main pedagogical objectives, a) to prepare students *philosophically* for doing their dissertation and other research in the future, and b) to prepare students *technically* for doing and evaluating research (e.g. in later life as well as dissertation).

Student learning objectives:

- a) To develop detailed knowledge of the research process in general, and the various approaches available. This objective should be achieved by preparing for, and attending, class and tutorials, by reading the suggested texts and should be reinforced by the project work.
- b) To develop an understanding of the options available to researchers in various research settings, and the implications of choosing one option over another. This objective should be achieved by preparing for, and attending, class and tutorials, by reading the suggested texts and should be reinforced by the project work.
- c) To encourage critical thinking about marketing research. Here, the focus is on evaluating the utility of different research approaches, and to identify alternative routes in order to better meet the research objectives. This objective should be achieved via class and tutorial preparation or attendance, and critical reading. It is reinforced by the project work.

**Key text: Lee, N with Lings I (2008)
Doing Business Research, Sage**

