

BM2215 – MARKET RESEARCH – (TECHNIQUES)

Module Number: BM2215

Module Title: Market Research (Techniques)

Number of Aston Credits: 20

Total Number of ECTS Credits: 10
(European Credit Transfer)

Staff Member Responsible for the Module:

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Availability: Office Hours are managed online. Book them using:
<http://www.tinyurl.com/GravellsOH>

Or please contact the Marketing Group Administrator
Samantha Doidge, Room 236, Extension 3147

Other Staff Contributing to the Module:

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Marketing Group

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Pre-Requisite(s) for the Module:

BM1134 Introduction to Marketing OR BM2257 Marketing

AND

BN1105 Quantitative Techniques

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Module Learning Outcomes:

BM2215 offers the student a broad overview of the field of business research, with a focus on its marketing components.

The module is structured to provide students with the concepts and tools required for effective research.

The module emphasises both the conceptual background of research, and the application of the specific technical skills needed for market research.

Also, recent developments and emerging techniques used by today's research practitioners are discussed where relevant.

At the completion of this module, the student will be able to accomplish learning outcomes at a variety of levels as indicated.

The following list presents the primary intended learning outcomes for this module. The nature of the module may, naturally, result in students experiencing additional learning outcomes. Upon successful completion of this module students should be able to:

- Conceptualise market research and the market research industry
- Understand the marketing research process
- Analyse business conditions and design an appropriate research solution
- Understand the role of ethics in marketing research and how researchers face ethical dilemmas
- Evaluate appropriate research problem formulation
- Describe the differences in primary and secondary data, including the advantages and disadvantages of each method
- Design and conduct secondary marketing research utilising both electronic and non-electronic sources
- Describe qualitative research methods
- Analyse a business situation and design and execute an appropriate qualitative research study
- Describe quantitative research methods
- Analyse a business situation and design and execute an appropriate quantitative research study

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- Construct a research questionnaire adhering to appropriate guidelines
- Identify several forms of survey error
- Evaluate the measurement levels of data
- Understand reliability and validity and how they apply to market research
- Apply various field research methods such as test markets and observational techniques to learning situations
- Attain a working knowledge of the SPSS data analysis program
- Enter, clean and provide summaries of data using SPSS
- Design and execute statistical hypothesis testing using SPSS
- Perform means testing, correlations, and multivariate techniques such as T-Tests, ANOVA, and regression using SPSS
- Create and present research findings

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Module Content:

Week	Lecture Topic	Readings *	Tutorial group (tbc)	Tutorial Topic
1	Introduction / The Research Industry	Chapter 1: pp 2-19; Chapter 2: pp 24-42		
2	The Research Process / Planning A Study	Chapter 3: pp 65-80		
3	Secondary and Primary Research	Chapter 4: pp 99-113; Chapter 8: pp 235-248		
4	Finding Information (Library Sessions)			
5	Qualitative 1 (Design)	Chapter 5: pp 131-160		
6	Qualitative 2 (Application)		ABC	Qual Design
7	Qualitative 3 (Analysis 1)		DEF	Qual Design
8	Qualitative 4 (Analysis 2)		GHI	Qual Design
9	Presenting Data (Using Graphs)	Chapter 15: pp 500-509		
10	Report Writing (Presenting Qualitative)	Chapter 19: pp 646-670		
11	Class Test (Multiple Choice)			
CHRISTMAS VACATION				
12	EXAM PERIOD	ASSIGNMENT / READING WEEK		
13	EXAM PERIOD	ASSIGNMENT / READING WEEK		
14	Introduction / Statistics and Hypothesis Testing		ABC	Quant Design
15	Data Collection (Questionnaires)	Chapter 12: pp 369-405	DEF	Quant Design
16	T-Tests and ANOVA	Chapter 16: pp 532-554	GHI	Quant Design
17	Research on the Internet	Chapter 7: pp 196-229		
COURSEWORK DUE WEEK 17 (FRIDAY 17 FEBRUARY 2012)				
18	Regression 1	Chapter 17: pp 565-586	ABC	T-Tests / ANOVA
19	Regression 2	Chapter 18: pp 597-606	DEF	T-Tests / ANOVA
20	Bringing It All Together (Case 1)	Case Study Materials	GHI	T-Tests / ANOVA
21	Bringing It All Together (Case 2)	Case Study Materials		
22	Report Writing (Presenting Quantitative)	Chapter 19: pp 646-670		
23	REVISION 1 (Term 1)	Review of Weeks 1 -10		
24	REVISION 2 (Term 2)	Review of Weeks 14 - 22		

* All readings are taken from McDaniel, Carl and Roger Gates (2010) *Marketing Research with SPSS* (8th Ed.)

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Additional Module Content: SPSS Tutorials

As well as lectures, this module will include Tutorial sessions to allow students to gain some familiarity with the techniques discussed, including usage of the most popular computer software package in market research, SPSS (Statistical Package for the Social Sciences).

The Tutorials are designed to enable students to put into practice the theories and techniques learned in lectures.

Tutorials will **be in Term 1 and Term 2**. Please check with the instructor regarding when and where your Tutorial meets.

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 assignment.

Tutorial Number	Tutorial Topic
Tutorial 1	Qualitative Design
Tutorial 2	Quantitative Design
Tutorial 3	T-Tests / ANOVA

International Dimensions:

Notions of attitudes and emotions play an important role in all consumer research. These also have cultural differences and dimensions, which will be explored during the class. Attention will be paid to measurement differences by culture.

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Corporate Connections:

Packaged, licensed software has become vastly important to marketing research. We will employ SPSS in this module, which is used extensively by research firms and in-house research organisations. Many examples of corporate research will be addressed in the course. Also, students will have the opportunity to work on “real” corporate datasets. Both client and agency-side market research professionals have been consulted in the design of the course, and guest lecturers will be utilised where possible.

Links with Research:

Findings from Marketing Group research will be discussed in the module where and when appropriate. Also, Tutorials will feature data sets collected during faculty research projects where and when appropriate.

Learning and Teaching Rationale and Methods:

The course is taught using a variety of techniques including lecture, demonstration, case analysis, software workshops and group project work. Computer workshops offer detailed instruction on the practical applications of marketing research techniques. Case studies place the student in the role of the professional to understand how to deal with real, and difficult, situations. Findings from the lecturer’s research on various topics related to the module will be discussed in the course.

How are the 200 Learning Hours Achieved?

The following table gives a breakdown of the expected time-weightings anticipated for the different learning activities:

Lectures	21 hours
Tutorials	5 hours
Group Project	51 hours
Reading / Directed Reading	55 hours
Revision and Examination	50 hours
Practice with Module Software	18 hours
Total	200 hours

Ethical Approval:

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This module does not require any primary research and no ethical approval will be necessary. General ethical considerations that students should be aware of will be discussed at various points during the module.

Assessment and Feedback:

Three mechanisms will be used to determine each student's grade for the module: a multiple choice test (20%), an examination of two hours (50%) and one group project counting for 30%. The project relates to the teachings of the first and beginning of the second term and will focus on qualitative methods, and the presentation of quantitative data in appropriate formats.

Multiple choice test (20%)

A multiple choice test at the end of teaching period 1 will provide an opportunity for students to test their knowledge based on the lectures and reading of the text book to date.

Examination (50%)

The examination at the end of the module is designed as the primary assessment of the various learning outcomes.

Group Project (30%)

The group project will test the student on certain learning outcomes by designing and executing a small research project. A group project is used in this module because it is the best way to get the student to actually experience the execution of a collaborative marketing research project. The project is described in more detail below, and full details will be given at the beginning of the module.

The group project will be introduced in teaching period 1. Details of the project, including recommended stage completion dates and assessment criteria, will be available early in the module.

The Tutorials will be used to accommodate questions and specific direction on the group project.

In general, each group (4 or 5 students per group; students will be assigned to groups by the Undergraduate Office) will be given a marketing-related research topic to pursue during the module. The general topic will be determined by the instructor but decisions on how to approach and execute the project are the responsibility of the students. However, students are strongly encouraged to discuss the approach and execution of the topic with the instructor and gain agreement before beginning work.

The different components of the project include 1) qualitative research, 2) survey and sampling plan, and 3) quantitative analysis. All of these components will be included in the final report, which is the only portion of the

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project that must be handed in for a grade. Students **have to use contribution sheets**. The instructor will use these, along with assessment of the completed project, to determine individual grades.

For coursework submission dates please refer to Blackboard. Failure to complete coursework on time will render a student liable to the late submission penalty applied in the Business School.

Group Work

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/student-support/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.