

Module title: **Marketing Research Methods**

Module code: **AP3EM2**
Part: **Part 3**

Providing Department: **AFE**
Number of credits: **10**

Terms in which taught: **Spring**

Module convenor: **Dr M Mazzocchi**

Pre-requisites: **AP2EQ1**
Modules excluded: **None**

Co-requisites: **None**
Current from: **2004-05**

Aims

The module aims to provide to the students the theoretical and applied knowledge of multivariate statistical techniques for data analysis in a market research environment.

Intended learning outcomes:

Assessable outcomes

An understanding of how statistical analysis is used to solve marketing problems. An appreciation of a selection of multivariate statistical techniques used in marketing research. The capacity to organize and understand the output of marketing research investigations.

Additional outcomes

Students will develop familiarity with the use of SPSS for advanced statistical analysis within a market research perspective. Students will develop effective written communication skills for a marketing and professional environment.

Outline content:

- Multivariate regression models
- Discriminant analysis
- Factor analysis
- Cluster analysis
- Conjoint analysis
- Preference mapping
- Advertising research

Brief description of teaching and learning methods

Theory and methods will be presented in the lecture, while SPSS tutorials will be devoted to the application of the above on real or simulated data. A seminar with external speaker for an appreciation of the business demand for research methods is also planned.

Contact hours

	Autumn	Spring	Summer
Lectures	n/a	14	n/a
Tutorials/seminars	n/a	6	n/a
Practicals	n/a	none	n/a
Other contact (eg Study visits)	n/a	none	n/a
Total hours	n/a	20	n/a
Number of essays Or assignments	n/a	1	n/a
Other (eg major seminar paper)	n/a	n/a	n/a

Assessment:

Coursework

The coursework assessment will be based on a group assignment (80%) and a multiple choice test (20%).

Group assignment – Students will be given a marketing research problem and a data set ready for use and will be asked to:

- Choose a technique to analyse data
- Provide results and comments
- Structure them in a short marketing research report form

Multiple choice test – A short (30 minutes) 20 questions paper will cover the topics of the module and is intended to assess the comprehension of the technique and their use in marketing research.

Relative percentage of coursework : 100%

Penalties for late submission

Standard University rule applies: 10% marks deducted for work submitted up to one week late. Work submitted more than one week late will be awarded a zero mark.

Requirements for a pass

A mark of 40% overall.

Reassessment arrangements

By re-examination in September.