Advanced Diploma in Marketing (881) – Marketing Research

Prerequisites: Basic knowledge in marketing.	**Corequisites:** A pass or higher in Diploma in Marketing or equivalence.
Aim: Research is the primary tool for exploring new opportunities in the marketplace. Emphasis will be on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyse and use marketing research data to make effective marketing decisions; (3) communicate the research findings and their implications to various interested parties. The course is designed to provide a deeper understanding of marketing research and ways research can be used to solve marketing challenges. Candidates will distinguish the differences between quantitative and qualitative research and primary and secondary research. Candidates will also gain practical hands-on knowledge on how to develop, conduct, and evaluate research. Emphasis is placed on sharpening analytical skills to identify broad shifts as well as subtle micro trends. Case studies will be used to illustrate the essential concepts and to demonstrate common mistakes and successes in marketing research design. It helps candidates recognise the role of systematic information gathering and analysis in managerial decision making, and to help them develop an appreciation for the potential contributions and limitations of marketing research data whether developed internally or purchased externally. Marketing research is an organized way of developing and providing information for decision-making purposes. This course is aimed at the manager, who is the ultimate user of research and who is responsible for determining the scope and direction of research activities conducted on his/her behalf. The basis for marketing plans is intelligent research. Marketing plans must be data-informed to be effective and valuable to an organisation. Increasingly, organisations are overwhelmed with information. The key is to sort valuable data from noise to craft an effective marketing strategy.	
Required Materials: Recommended Learning Resources.	**Supplementary Materials:** Lecture notes and tutor extra reading recommendations.
Special Requirements: The course requires the use of research software (SPSS or Excel)	

Intended Learning Outcomes:	**Assessment Criteria:**	
1 Describe the impact marketing research has on marketing decision making.	1.1	Demonstrate how marketing research fits into the marketing planning process.
	1.2	Provide examples of marketing research studies.
	1.3	Understand the scope and focus of the marketing research industry.
	1.4	Explain the ethical dimensions associated with marketing research.
	1.5	Discuss emerging trends and new skills associated with marketing research.
2 Describe the major environmental factors influencing marketing research.	2.1	Discuss the research process and explain the various steps.
	2.2	Distinguish between exploratory, descriptive, and causal research designs.
	2.3	Identify and explain the major components of a research proposal.
3 Be able to explain why researchers conduct literature reviews.	3.1	Describe how to conduct a literature review.
	3.2	Discuss conceptualization and its role in model development.
	3.3	Describe the difference between independent and dependent variables.
	3.4	Describe hypothesis testing.

4	Understand the role of secondary data in marketing research.	4.1	Compare internal and external secondary data.
		4.2	Identify sources of internal and external secondary data.
		4.3	Explain syndicated sources of secondary data.
		4.4	Describe the changing focus of secondary data.
5	Identify the major differences between qualitative and quantitative research. Be able to compare and contrast qualitative and quantitative data analysis.	5.1	Understand in-depth interviewing and focus groups as questioning techniques.
		5.2	Define focus groups and explain how to conduct them.
		5.3	Explain other qualitative data collection methods such as ethnography, case studies, and projective techniques.
		5.4	Discuss observation methods and explain how they are used to collect primary data.
		5.5	Explain the steps in qualitative data analysis.
		5.6	Describe the processes of categorizing and coding data as well as developing theory.
		5.7	Clarify how credibility is established in qualitative data analysis.
		5.8	Discuss the steps involved in writing a qualitative research report.
6	Explain the purpose and advantages of survey research designs.	6.1	Describe the types of survey methods.
		6.2	Discuss the factors influencing the choice of survey methods.
		6.3	Explain experiments and the types of variables used in causal designs.
		6.4	Define test marketing and evaluate its usefulness in marketing research.
7	Explain the role of sampling in the research process.	7.1	Distinguish between probability and nonprobability sampling.
		7.2	Define factors to consider when determining sample size.
		7.3	Define the steps in developing a sampling plan.
8	Understand the role of measurement in marketing research.	8.1	Explain the different basic levels of scales.
		8.2	Describe scale development and its importance in gathering primary data.
		8.3	Discuss comparative and noncomparative scales.
9	Describe the steps in questionnaire design.	9.1	Discuss the questionnaire development process.
		9.2	Summarise the characteristics of good questionnaires.
		9.3	Define the role of cover letters.
		9.4	Explain the importance of other documents used with questionnaires.
10	Describe the process for data preparation and analysis. Explain measures of central tendency and dispersion.	10.1	Discuss validation, editing, and coding of survey data.
		10.2	Explain data entry procedures as well as how to detect errors.

		10.3	Describe data tabulation and analysis approaches.
		10.4	Describe how to test hypotheses using univariate and bivariate statistics.
		10.5	Apply and interpret analysis of variance (ANOVA).
		10.6	Utilize perceptual mapping to present research findings.
11	Understand and evaluate the types of relationships between variables.	11.1	Explain the concepts of association and co-variation.
		11.2	Discuss the differences between Pearson correlation and Spearman correlation.
		11.3	Explain the concept of statistical significance versus practical significance.
		11.4	Analyse when and how to use regression analysis.

Recommended Learning Resources: Marketing Research

Text Books	• Marketing Research: An Integrated Approach by Alan Wilson. ISBN-10: 027369474X • Marketing Research: An Applied Approach by Naresh Malhotra , David Birks. ISBN-10: 0273706896 • Marketing Research: Tools and Techniques by Nigel Bradley. ISBN-10: 0199281963
Study Manuals	BCE produced study packs
CD ROM	Power-point slides
Software	None