

IB2B6-15 Marketing Research

20/21

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Isabel Ding

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

The module aims to familiarise students with the key principles, ideas, methods, and practices of marketing research.

[Module web page](#)

Module aims

The module aims to familiarise students with the key principles, ideas, methods, and practices of marketing research.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

1. Introduction to Marketing Research.
2. Marketing Research Process and Research Design.
3. Secondary Data and Experiments.
4. Qualitative Research Methods.
5. Survey Methods.

6. Measurements and Developing Questions.
7. Questionnaire Design and Implementation.
8. Data Preparation, Analysis, and Presentation.
9. Ethics in Marketing Research.
10. Presenting Insights and Findings: Written and Oral Marketing Research Reports.

Learning outcomes

By the end of the module, students should be able to:

- Critique and reference important marketing research concepts, frameworks, methodologies, and tools.
- Apply important concepts, frameworks, methodologies, and tools to marketing research problems.
- Construct and outline marketing research projects, in order to meet specific managerial information needs.
- Gather, validate, and analyse data, using marketing research concepts, frameworks, methodologies, and tools.
- Recommend and justify managerial responses, activities, and actions to marketing research problems.

Indicative reading list

- Aaker, David A., V. Kumar, Robert Leone, and George S. Day, Marketing Research (11th Edition)
- Brown, Tom J., Tracy A. Suter, and Gilbert A. Churchill, Basic Marketing Research (9th Edition)
- Feinberg, Fred M., Thomas Kinneer, and James R. Taylor, Modern Marketing Research: Concepts, Methods, and Cases (2nd Edition)
- Hair, Joseph, Mary Celsi, Robert Bush, and David Ortinau, Essentials of Marketing Research (3rd Edition)
- McDaniel Jr., Carl, Roger Gates, Subramanian Sivaramakrishnan, and Kelley Main (2nd Edition)
- Zikmund, William G. and Barry J. Babin, Essentials of Marketing Research (5th Edition)

Research element

Marketing research group project

Subject specific skills

Critique and reference important marketing research concepts, frameworks, methodologies, and tools.

Apply important concepts, frameworks, methodologies, and tools to marketing research problems.

Construct and outline marketing research projects, in order to meet specific managerial information needs.

Gather, validate, and analyse data, using marketing research concepts, frameworks, methodologies, and tools.

Recommend and justify managerial responses, activities, and actions to marketing research problems.

Transferable skills

Demonstrate analytical, critical thinking, and effective problem solving skills.

Demonstrate effective written and oral communication skills.

Demonstrate an ability to work both with a team and individually to analyse marketing research problems, and recommend and justify managerial responses, activities, and actions to marketing research problems.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	49 hours (33%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D

	Weighting	Study time
Group Project	20%	14 hours
Online Examination	80%	58 hours

Exam

~Platforms - AEP

- Online examination: No Answerbook required

Feedback on assessment

Feedback via my.wbs.

[Past exam papers for IB2B6](#)

Availability

Pre-requisites

To take this module, you must have passed:

- Any of
 - [IB117-15 Principles of Marketing and Strategy](#)
 - [IB3L9-15 Foundations of Marketing](#)
 - [IB148-15 Principles of Marketing](#)

Courses

This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 2 of N20B Management
 - Year 2 of N20B Management
 - Year 2 of N23K Management with Accounting
 - Year 2 of N234 Management with Digital Innovation
 - Year 2 of N235 Management with Entrepreneurship
 - Year 2 of N232 Management with Finance
 - Year 2 of N252 Management with Marketing
 - Year 2 of N23L Management with Strategy and Organisation
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N401 Accounting and Finance (Placement)
 - Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)

- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-VEU Undergraduate EU Visiting
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 2 of UIBA-N1RA Undergraduate International Business with French
- Year 2 of UIBA-N1RB Undergraduate International Business with German
- Year 2 of UIBA-N1RC Undergraduate International Business with Italian
- Year 2 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
 - Year 2 of N20F International Management
 - Year 2 of N20F International Management
 - Year 2 of N20S International Management (with Accounting)
 - Year 2 of N20T International Management (with Chinese)
 - Year 2 of N20N International Management (with Digital Innovation)
 - Year 2 of N20P International Management (with Entrepreneurship)
 - Year 2 of N20M International Management (with Finance)
 - Year 2 of N20U International Management (with French)
 - Year 2 of N20L International Management (with Marketing)
 - Year 2 of N20V International Management (with Spanish)
 - Year 2 of N20W International Management (with Strategy and Organisation)
 - Year 2 of N20E Management (with Foundation Year)
 - Year 2 of N234 Management with Digital Innovation
- Year 2 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 3 of N20E Management (with Foundation Year)
 - Year 3 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 3 of N23M Management with Accounting (with Foundation Year)
 - Year 3 of N23E Management with Digital Innovation (with Foundation Year)
 - Year 3 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 3 of N23D Management with Finance (with Foundation Year)
 - Year 3 of N254 Management with Marketing (with Foundation Year)
 - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)
- Year 1 of UIOA-VOS Undergraduate Overseas Visiting
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)
- Year 3 of UPXA-F3N2 Undergraduate Physics with Business Studies