

IB2B6-15 Marketing Research

24/25

Department

Warwick Business School

Level

Undergraduate Level 2

Module leader

Mahrokh Roknifard

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 Kinnear, 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 1 hour (13%)
Seminars	9 sessions of 1 hour (12%)
Online learning (independent)	10 sessions of 1 hour (13%)
Private study	49 hours (63%)
Total	78 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 D1

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

Weighting

Study time

Exam

~Platforms - AEP

- Online examination: No Answerbook required

Feedback on assessment

Feedback via my.wbs.

[Past exam papers for IB2B6](#)

Availability

Courses

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 2 of L1CA Economics, Psychology and Philosophy
 - Year 2 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
 - Year 2 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
 - Year 2 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
 - Year 3 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
 - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
 - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
 - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
 - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
 - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
 - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

- Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 2 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CA Economics, Psychology and Philosophy