

# IB2B6-15 Marketing Research

**26/27**

**Department**

Warwick Business School

**Level**

Undergraduate Level 2

**Module leader**

Richard White

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module introduces students to the principles and practice of marketing research, with a strong emphasis on its role in supporting marketing decision-making. Students are guided through the key stages of the marketing research process, including problem definition, research planning and design, data collection, analysis, and reporting. The module covers both qualitative and quantitative research approaches and emphasises the interpretation of research findings and the development of actionable marketing insights. Through lectures, seminars, and an applied group project, students gain practical experience in designing and conducting marketing research to address real business problems.

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to [my.wbs.ac.uk](http://my.wbs.ac.uk) using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision.

Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

[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.

Introduction to Marketing Research

The Marketing Research Process

Problem Definition and Research Planning

Qualitative Research Methods

Qualitative Data Analysis and Introduction to Survey Research

Survey Design I

Survey Design II and Data Preparation

Quantitative Data Analysis and Interpretation

Causal Research and Report Preparation

## **Learning outcomes**

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

- Define and explain the key concepts, principles, and stages of the marketing research process, including problem definition, research design, data collection, analysis, and reporting.
- Identify the roles of qualitative and quantitative research within marketing decision-making.
- Analyse and evaluate marketing research problems and research designs critically.
- Assess the strengths and limitations of different research approaches and justify methodological choices in relation to managerial decision-making contexts.

## **Indicative reading list**

[Reading lists can be found in Talis](#)

## **Research element**

This module has a strong applied research focus. Students are introduced to the full marketing research process, including problem definition, research design, qualitative and quantitative data collection, analysis, and reporting. Through a structured group project, students design and conduct primary research for a real local business, gaining hands-on experience in developing research instruments, collecting and analysing data, and generating actionable marketing insights. The module emphasises methodological rigour, ethical research practice, and the translation of evidence into managerial recommendations.

## **Subject specific skills**

- Apply appropriate marketing research methods to specified marketing problems, including the formulation of research objectives, selection of research approaches, and interpretation of qualitative and quantitative findings.
- Demonstrate the ability to design and evaluate marketing research plans.

## Transferable skills

- Communicate marketing research findings clearly and professionally in written and oral formats.
  - Work effectively both independently and as part of a team.
  - Demonstrate problem-solving, organisation, and time-management skills relevant to professional practice.
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## Study

### Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
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.

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## Assessment

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

### Assessment group A

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Assessment component</b>			
Group Project	20%	14 hours	No
<b>Reassessment component</b>			
Individual Assignment			Yes (extension)
<b>Assessment component</b>			
Individual Assignment	80%	58 hours	Yes (extension)
<b>Reassessment component is the same</b>			

## Feedback on assessment

Feedback via my.wbs.

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## Availability

### Pre-requisites

To take this module, you must have passed:

- Any of
  - [IB148-15 Principles of Marketing](#)
  - [IB152-15 Foundations of Marketing](#)
  - [IB2D6-15 Marketing in Practice](#)

### Courses

This module is Optional for:

- Year 2 of UIBA-NN02 BSC International Management with Marketing
- Year 2 of UIBA-NN01 BSC Management with Marketing
- Year 2 of UIBA-NN03 BSC Management with Marketing (With Placement Year)
- Year 2 of UECA-L1N3 BSc Economics and Management with Placement Year
- 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 Business
- 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 2 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
  - Year 3 of N4N7 Accounting and Finance (Foundation Year and Intercalated)
  - Year 3 of N404 Accounting and Finance (Foundation Year and Placement)
  - Year 3 of N405 Accounting and Finance (Foundation Year and UPP)
  - Year 3 of N403 Accounting and Finance (with Foundation Year)
- Year 3 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
  - Year 2 of N401 Accounting and Finance (Placement)
  - Year 2 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 1 of UIOA-VEU Undergraduate EU Visiting
- Year 2 of UECA-L1N2 Undergraduate Economics and Management
- Year 2 of UGEA-RN21 Undergraduate German and Business Studies
- Year 2 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 2 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- 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 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 N20N International Management with Digital Business
  - Year 2 of N20E Management (with Foundation Year)
  - Year 2 of N234 Management with Digital Business
- UIBA-N220 Undergraduate International Management (with Foundation Year)
  - Year 3 of N220 International Management (with Foundation Year)
  - Year 3 of N221 International Management with Accounting (with Foundation Year)
  - Year 3 of N226 International Management with Chinese (with Foundation Year)
  - Year 3 of N223 International Management with Digital Business (with Foundation Year)
  - Year 3 of N224 International Management with Entrepreneurship (with Foundation Year)
  - Year 3 of N222 International Management with Finance (with Foundation Year)

- Year 3 of N227 International Management with French (with Foundation Year)
- Year 3 of N225 International Management with Marketing (with Foundation Year)
- Year 3 of N228 International Management with Spanish (with Foundation Year)
- Year 3 of N229 International Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
  - Year 3 of N20J Management (Foundation Year and Placement)
  - Year 3 of N20K Management (Foundation Year and UPP)
  - Year 3 of N23H Management with Digital Business (with Foundation Year and Placement Year)
  - Year 3 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
  - Year 3 of N23G Management with Finance (with Foundation Year and Placement Year)
  - Year 3 of N255 Management with Marketing (with Foundation Year and Placement Year)
- 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 Business (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 N252 Management with Marketing
  - Year 3 of N254 Management with Marketing (with Foundation Year)
  - Year 3 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
  - Year 2 of N20M International Management (with Finance)
  - Year 2 of N20B Management
  - Year 2 of N20D Management (Undergraduate Partnership Programme)
  - Year 2 of N20C Management (with Placement Year)
  - Year 2 of N20Q Management with Accounting (with Placement Year)
  - Year 2 of N236 Management with Digital Business (with Placement Year)
  - Year 2 of N235 Management with Entrepreneurship
  - Year 2 of N237 Management with Entrepreneurship (with Placement Year)
  - Year 2 of N232 Management with Finance
  - Year 2 of N233 Management with Finance (with Placement Year)
  - Year 2 of N253 Management with Marketing (with Placement Year)
  - Year 2 of N23L Management with Strategy and Organisation
  - Year 2 of N20R Management with Strategy and Organisation (with Placement Year)
- UIOA-VOS Undergraduate Overseas Visiting
  - Year 1 of UVOS Undergraduate Overseas Visiting
  - Year 1 of UVOS Undergraduate Overseas Visiting