

IB9HU-15 Market Research

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Mahrokh Roknifard

Credit value

15

Module duration

9 weeks

Assessment

100% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module adopts a combination of theoretical and practical approach to marketing research. Participants will gain a comprehensive understanding of the marketing research process and its critical role in supporting managerial decision-making. The curriculum includes identifying research problems, formulating precise research objectives and questions, designing research methodologies, and developing skills to conduct both qualitative and quantitative data analysis.

[Module web page](#)

Module aims

- Enable students to critically identify marketing problems and assess the quality and relevance of the evidence used to inform strategic marketing decisions.
- Develop students' advanced understanding of the research process, which includes problem definition, research design, data collection, and analysis, with a focus on producing rigorous and ethical evidence.
- Strengthen students' practical and theoretical understanding of qualitative and quantitative research methods, including contemporary techniques in causal and survey-based research.
- Reinforce and expand students' knowledge of core statistical principles and their application in real-world marketing research scenarios.

- Encourage critical engagement with emerging trends, technologies, and debates that are shaping the practice and future of market research.
- Introduce students to the academic landscape of marketing research, promoting reflection on methodological innovation and interdisciplinary perspectives.

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.

Indicative syllabus:

Defining the problem and choosing research objectives

Developing a research plan (hypotheses, analyses, data)

Reporting results and taking actions

Fields, approaches, and current discussions in academic marketing research

Learning outcomes

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

- Formulate coherent and methodologically sound strategies for addressing marketing research challenges by integrating relevant theories, research design principles, and contextual considerations.
- Synthesise contemporary academic and practitioner discussions to contextualise market research practices within the broader frameworks of marketing and societal dynamics.
- Critically assess the appropriateness and limitations of various research designs—qualitative, quantitative, and causal—in addressing specific marketing research inquiries.
- Critically evaluate the conceptual foundations and methodological choices that inform market research, encompassing qualitative, quantitative, and causal research designs.

Indicative reading list

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

Research element

Students learn to conduct and analyse their qualitative and quantitative research mini projects. The core focus will be on focus group, interview, and online surveys using Qualtrics.

International

Through case studies and group activities which allows students to create their own content.

Subject specific skills

Design and justify a comprehensive market research project that encompasses the following elements: problem definition, hypothesis formulation, selection of an appropriate research design, and specification of analytical strategies.

Critically analyse both qualitative and quantitative data, demonstrating precision in methodology selection and evaluating the validity, reliability, and relevance of the findings.

Develop and compare alternative methodological approaches to address marketing research questions, while considering practical constraints and ethical considerations.

Assess the validity, relevance, and limitations of data produced through various research methodologies, including survey instruments and qualitative analyses.

Transferable skills

Generate clear, coherent, and analytically rigorous written materials tailored for both academic and professional audiences.

Effectively communicate complex research findings using suitable academic and professional formats to support marketing recommendations that are grounded in empirical evidence.

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Practical classes	(0%)
Online learning (scheduled sessions)	(0%)
Other activity	18 hours (12%)
Private study	51 hours (34%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

9 x 2 hours F2F per week

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 B5

Assessment component	Weighting	Study time	Eligible for self-certification
Centrally-timetabled examination (On-campus)	100%	72 hours	No
In-person examination			

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- Students may use a calculator
 - Answerbook Pink (12 page)

Reassessment component is the same

Feedback on assessment

Students will receive verbal formative feedback throughout the module. Summative feedback will be given on each assignment.

[Past exam papers for IB9HU](#)

Availability

Courses

This module is Core for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy