

IB9MW-15 Classic and Contemporary Topics in Marketing Research

26/27

Department

Warwick Business School

Level

Taught Postgraduate Level

Module leader

Miaolei Jia

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This module aims to provide doctoral students with a broad yet thorough introduction to core topics in marketing research, as well as cutting edge research studies published in world-leading journals.

Module aims

- i) Understand the key principles which underlie marketing phenomena and thus research topics.
- ii) Develop knowledge of a broad range of different marketing research topics, and the methods used to investigate them
- iii) Prepare students to make good choices in their own research, and to go further in the study of specific topics.

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. Core Psychological Principles of Marketing Phenomena
2. Core Behavioral Principles of Marketing Phenomena
3. Core Economic Principles of Marketing Phenomena
4. Customer equity and value
5. Innovation and Diffusion
6. Brands
7. Services and Customer Experience
8. Supply Chains, Retail, and Distribution
9. Advertising, Digital Media, and Integration
10. Strategic Marketing
11. Selling and Sales Management
12. Analytic and Quantitative Approaches
13. Social Networks
14. Critical marketing and consumerism
15. Ethics, sustainability and social issues
16. Political and 'macro marketing'

Learning outcomes

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

- Understand the nature of world-leading marketing research topics
- Develop an excellent research topic in marketing
- Understand the core principles of excellent research methods to investigate marketing research topics.

Indicative reading list

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

Subject specific skills

- Understand the nature of world-leading marketing research topics
- Develop an excellent research topic in marketing
- Understand the core principles of excellent research methods to investigate marketing research topics.
- An in-depth understanding of core theories underlying marketing phenomena.
- An in-depth knowledge of the different key topics in modern world-leading marketing research

Transferable skills

- Appropriately apply and correctly interpret and evaluate world-leading marketing research studies.
- Problem solving abilities

- Communication skills.
 - Analytical skills.
 - Confidence as user of world-leading marketing research.
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Study

Study time

Type	Required
Seminars	10 sessions of 3 hours (38%)
Private study	48 hours (62%)
Total	78 hours

Private study description

Self study and reflective learning

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual assignment	100%	72 hours	Yes (extension)

Reassessment component is the same

Feedback on assessment

Module leader feedback

Availability

There is currently no information about the courses for which this module is core or optional.