

**University of Newcastle upon Tyne
School of Agriculture, Food and Rural Development
2005/2006**

AEF 209: RESEARCH METHODS FOR BUSINESS AND MARKETING

MODULE OUTLINE

2005/2006

**Dr. Mitchell Ness
Dr. Matthew Gorton**

CONTENTS

- 1. Introduction**
- 2. Module Organisation and Availability**
- 3. Objectives**
- 4. Teaching and Learning Methods**
- 5. Key Skills**
- 6. Recommended Reading**
- 7. Assessment**
- 8. Teaching Schedule**

1. Introduction

The purpose of the module is to familiarise students with the purpose and use of market research techniques. In particular students should demonstrate an understanding of the issues of data collection, measurement, sampling, analysis and presentation of results, through lectures, workshops, tutorials, involvement with a live research project, computing assignment work, presentations and formal examination.

2. Module Organisation and Availability

Lecturers: Dr. Mitchell Ness (Module Leader), Agriculture Building Room 114. Email: Mitchell.Ness@ncl.ac.uk

Dr. Matthew Gorton, Agriculture Building Room 216. Email: matthew.gorton@ncl.ac.uk

This module is compulsory for all students on degree programme N500 (BSc. Hons. Marketing).

3. Objectives

On completion of the module, students should be able to:

- a) Appreciate the role of business and marketing research;
- b) Appreciate the stages of the research process from problem identification, research design, implementation, analysis and presentation of results;
- c) Have gained insight into practical research through involvement with a live project involving qualitative and quantitative research, analysis and presentation of results;
- d) Have gained experience in the use of SPSS software for data entry and analysis;
- e) Appreciate the ethical issues associated with the research process.

4. Teaching and Learning Methods

Formal lectures provide a theoretical framework for confronting contemporary issues in marketing research. These will be supplemented by tutorials and in-class case studies that will provide students with relevant practical illustrations.

Tutorial attendance is compulsory. Non-attendance at tutorials will be treated as unsatisfactory academic progress. The tutorials are used to co-ordinate group based work on the live research project. Students are expected to work unsupervised in groups of approximately six to seven students. Each group must keep a diary of all group meetings, which should include at a minimum, meeting attendance and outcomes. It is critical that students co-operate in their groups. Individuals and/or groups that are experiencing difficulties must attempt to solve any difficulties by:

- a) discussing the issue(s) within the group, and if this does not resolve the situation

b) discussing the issue(s) with Dr. Ness.

In the same way that students are unable to select their work colleagues in the 'real world', students will not be able to select their group members.

Working within groups is a learning exercise that will require students to listen, negotiate, plan and adapt within the team working environment. Students should identify and capitalise on the specific talents of all individuals within each group.

5. Key Skills

The group-based project work simulates the research process and provides the opportunity for students to improve transferable skills of written communication, interpersonal communication, oral presentation, planning and organisation, problem solving, initiative, adaptability, teamwork, numeracy and computer literacy. The continuous assessment method evaluates the ability of the group to apply research techniques to a specific project, to choose appropriate research instruments and reach logical conclusions. The written end-of-module examination evaluates the ability of students to demonstrate their understanding of the principles of business and marketing research and apply them to general situations

| Development of Key Skills* | I/P/A | | I/P/A |
|-----------------------------|-------|-------------------|-------|
| Written Communication | I/P/A | Problem Solving | P/A |
| Interpersonal Communication | P | Initiative | P |
| Oral Presentation | I/P/A | Adaptability | P |
| Teamwork | I/P/A | Numeracy | I/P/A |
| Planning and Organising | P | Computer Literacy | I/P/A |

* I = Introduced
P = Practiced
A = Assessed

6. Recommended Reading

Students are recommended to obtain a copy of:

Proctor, T., (2003), *Essentials of Marketing Research*, 3rd Edition, Pearson Education: Harlow, UK.

Students are expected to read the relevant chapters associated with each lecture and other directed reading as required.

7. Assessment

Student progress is measured in two forms:

- (a) 50% continuous assessment;**
- (b) 50% unseen written examination.**

(a) Continuous assessment

This includes:

1. 2 group presentations: literature review (10%) and quantitative analysis (20%);
2. 2 reports: qualitative research (20%) and a report which accompanies the presentation of quantitative analysis;
3. Group diary.

(b) Written Examination

The examination will last three hours and candidates must answer four questions (two questions from section A and two from section B).

Help and Information

Time will be left at the end of each teaching session to answer student queries. In addition the module leader can be contacted at:

Mitchell.Ness@ncl.ac.uk

8. Teaching Schedule for Semester 1

| Week Beginning | Lecture 1 | Lecture 2 | Extra Session |
|-----------------------|---------------------------------------|--|--|
| 03/10 | Overview | Definitions and Purpose of Research | |
| 10/10 | Project Management | <u>TUTORIAL: Project background and group set up. Set tasks for assignment 1</u> | |
| 17/10 | Secondary Research | Marketing Audits | |
| 24/10 | Video – Presentations | Mintel & Euromonitor Workshop - Robinson Library | |
| 31/10 | Student Preparation | Student Preparation | |
| 07/11 | Group Presentations | Group Presentations | |
| 14/11 | Introduction to qualitative research. | Interview Techniques | <u>TUTORIAL: Outline requirements for report: on qualitative research assignment (4pm Monday, KGVILT4)</u> |
| 21/11 | Focus groups | Participant Observation | |
| 28/11 | Projective techniques | Means - end chain analysis | |
| 05/12 | Personal Experience Records | Analysing and presenting qualitative research | |
| 12/12 | Reserved for slippage | Hand in of written reports on qualitative assignment | |
| | Christmas Vacation | | |