

AEF209: Research Methods for Business and Marketing

READING LIST SEMESTER 1: 2005/2006

SET TEXT (essential reading)

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

TOPICS

1. Definitions and Purpose of Research

Proctor, Chapter 1

Bryman, A. and Bell, E. (2003), *Business Research Methods*, Oxford: Oxford University Press, Chapter 1

2. Project Management

Proctor, Chapter 2

Lock, D. (2003), *Project Management*, Aldershot: Gower, Chapters 7 and 8

3. Secondary Data, including the internet as a medium for research

Proctor, Chapter 3

Baines, P. and Chansarka, B. (2002), *Introducing Marketing Research*, Chichester: Wiley. Chapter 11.

4. Marketing Audits

Kotler, P, Gregor, W and Rodgers, W, (1977). 'The marketing audit comes of age' *Sloan Management Review*, Vol.18(2), pp. 25–43. Download from:
<http://www.hamiltonco.com/features/hampub/SMR.html>

Brownlie, D. (1996), 'The conduct of marketing audits', *Industrial Marketing Management*, Vol.25(1), pp.11-22

5. Introduction to Qualitative Research

Proctor, Chapter 8

Bryman, A. and Bell, E. (2003), *Business Research Methods*, Oxford: Oxford University Press, Chapter 13.

6. Focus Groups and Interview Techniques

Proctor, Chapter 8

7. Participant Observation

Proctor Chapter 9

Saunders, M., Lewis, P. and Thornhill, A. (2000), *Research Methods for Business Students*, Pearson Education: Harlow, UK (650.072 SAU). Chapter 8.

8. Projective Techniques

Proctor Chapter 8 pp.221-223

Aaker, D.A., Kumar, V. and Day, G.S., (1995), *Marketing Research*, 5th edition, Chichester: Wiley, Chapter 7,

9. Means end Chain Analysis

Grunert, K.G. et al. (1995), Means-end chains and laddering: An inventory of problems and an agenda for research, MAPP Working Paper No.34

<http://130.226.203.239/pub/mapp/wp/wp34.pdf>

10. Personal Experience Records

Smith, A., Sparks, L., Hart, S. and Tzokas, N. (2003), 'Retail loyalty schemes: results from a consumer diary study', *Journal of Retailing and Consumer Services*, Volume 10, Issue 2, Pages 109-119, available through the electronic journals collection of the Robinson Library

11. Qualitative Data Analysis and Presentation

Proctor, Chapters 11 and 12

Bryman, A. and Bell, E. (2003), *Business Research Methods*, Oxford: Oxford University Press, Chapters 19 and 24