



## **MARKETING RESEARCH**

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

### **UNIT SPECIFICATION**

[www.iped-uk.com](http://www.iped-uk.com)

## Unit Title

Marketing Research

## Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning  
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

<b>Learning outcome</b> Learner will:	<b>Assessment criteria</b> Learner can:
1.0 Understand the importance of a marketing information system to an organization	1.1 Explain what is meant by a marketing information system 1.2 Examine why having accurate market information is vital to the success of a business 1.3 Explore the benefits of a marketing information system 1.4 Analyse the key considerations that must be made in developing a marketing information system
2.0 Understand the potential benefits of market research	2.1 Explain what is meant by market research 2.2 Analyse the benefits derived by a company in conducting market research 2.3 Examine the users of information obtained from market research
3.0 Understand what the drivers of market research development are	3.1 Explain the meaning of market research development driver 3.2 Examine why changing neighbourhoods can be considered as a market research development driver 3.3 Analyse why the move from needs to choice has contributed to the development of market research 3.4 Explain how the changing attributes of the marketing mix has influenced market research development 3.5 Analyse why customer focus can be considered a market research development driver
4.0 Understand the market research process	4.1 Give an account on the stages involved in a market research process

	<p>4.2 Examine the factors that may influence the decision of an organization to conduct a marketing research</p> <p>4.3 Analyse the steps involved in the problem definition stage of the market research process</p> <p>4.4 Examine the considerations that must be made in designing the research objective</p> <p>4.5 Evaluate how the research design can be determined</p> <p>4.6 Give an account on the primary and secondary sources of data used in market research</p>
<p>5.0 Understand how a research agency may be used in conducting market research</p>	<p>5.1 Examine why some companies use research agencies in conducting their market research</p> <p>5.2 Explore the key considerations that must be made by a company prior to using a research agency</p> <p>5.3 Examine the advantages and disadvantages of using a research agency in conducting research</p>
<p>6.0 Understand key ethical issues relating to marketing research</p>	<p>6.1 Examine why ethics matter in market research</p> <p>6.2 Analyse marketing research ethics in relation to the society, clients, the researcher and the respondent</p>

## Recommended learning resources

<b>Indicative reading</b>	<p>Groucutt et al 2004. Marketing; essential principles, new realities: London ISBN 0 7494 4114 3</p> <p>Nigel Bradley 2010. Marketing research; tools and techniques, 2nd edition. OUP Oxford. ISBN: 978-0199564347</p> <p>Further reading Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford ISBN: 978-0199579617</p> <p>David Jobber 2009; Principles and practice of marketing. McGraw Hill ISBN: 978-0077123307</p>
<b>Learning Aid</b>	<ul style="list-style-type: none"><li>• A comprehensive IPED study material is available to aid in learning and research of this unit.</li><li>• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.</li></ul>