THE UNIVERSITY OF MANCHESTER
Programme Unit Specification

1. GENERAL INFORMATION

Title	Marketing Research
Unit code	MATS 20042
Credit rating	10
Level	3 (Year-2)
Semester(s)	2
Pre-requisite units	MATS 10022 IT
Co-requisite units	None
School responsible	Materials (Textiles & Paper Group)
Member of staff responsible	Dr S J I'Anson
Other staff involved	Mr P Cowell, Dr WR Kennon

2. AIMS

The programme unit aims to equip students for marketing research in a textile retailing context by introducing them to the collection, analysis and interpretation of appropriate data.

3. BRIEF DESCRIPTION OF THE UNIT

- The market research process and the planning of research studies.
- Types of information and data collection systems.
- The use of qualitative & quantitative data, and primary & secondary data.
- Choice of suitable research methods.
- Questionnaire design and sampling issues: Types of questions and their use in research applications.
- Analysis of data using: Frequency Analysis, Histograms, Populations and Sample Sizes, Normal Distribution & Probability, Cross-Tabulation, Summary Statistics, Scatter Plots.
- Use of the Excel spreadsheet as a database and as an analytical tool.
- The SPSS computer-based statistical package, and its role in decision-making.
- Interpretation of results and inference.
- Report writing and presentation skills for small research studies in a business context.

4. INTENDED LEARNING OUTCOMES *(include unit-specific and contribution to programme)*

Category of outcome	*Students should be able to:*
Knowledge and understanding	• appreciate the need for market research and research methods in the wider context of the business environment; • understand the principles behind qualitative and quantitative research methods; • interpret the theories of marketing research in the context of retailing;
Intellectual skills	• ability to critically analyse research designs/approaches and apply these to specific commercial imperatives; • determine appropriate methods of analysis for assessing business markets;
Practical skills	• determine an appropriate sampling method and sample size for a proposed survey; • undertake problem-based computer analysis using statistical techniques; • display and interpret survey data using charts; • work in groups to identify, plan, undertake, analyse and present a piece of market research in a specific textile area;
Transferable skills and personal qualities	• function as part of a group and communicate analytically using verbal and written media. • make a presentation of group results using visual aids.

5. LEARNING AND TEACHING PROCESSES (*methods of delivery*)

Nominally 24 hours of lectures + 12 hours timetabled for practical work. Students are expected to spend an additional 64 hours of private study time on assessed coursework.

6. ASSESSMENT

Assessment task	**Length**	**Weighting within unit (if relevant)**
100% Coursework: 1. Essay (Mr Cowell) 2. Quantitative Data Analysis (Dr I'Anson) 3. Project Presentation and Report (Mr Cowell and Dr I'Anson)		 40% 30% 30%

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