Title: Research Methods for Marketing (MKM13)

Level: M

Credit rating: 20   Subject Area: Marketing

Module type: Core   Semester offered: 1

Module tutors:
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Assignment brief

Assessment:
Group presentation (40%)
Group research report (60%) (5000 words)

Coursework brief:
The objective of the group presentation (40% of the total assessment) and the coursework (60% of the total assessment) is to provide each student an opportunity to apply what they have learnt to a real life marketing situation of interest. The assessments aim to develop knowledge and skills in research methodologies (a way of thinking about and studying marketing reality) and methods (a set of procedures and techniques for gathering and analyzing data). The assessments will challenge the student to think about the approach, scope and appropriateness of research, importance of research in decision making and avoid seeing methodologies as simply a set of techniques.

Process:
As the first step, each group will be provided with several research questions of interest to the group. By the end of the fourth week the group will decide on what will be their research topic and will start working on it. In the week six the group will present their proposal in the class. By the end of week seven each group will have their proposal finalized and approved by the faculty member. Groups are required to employ one of the advance techniques of marketing research in their coursework. Each group member at the end of the coursework will evaluate other members of the group on specific parameters provided by a faculty member and submit them to the faculty members. The feedback of other members will reflect on the results. In addition to submitting the written work in the administrative office at the required time, each group will provide the faculty member with a CD consisting of their dataset (in SPSS), finalized proposal (in Microsoft Word), and the project report (in Microsoft Word).

Scope:
The focus of the module is on quantitative research as the students will be learning the in-depth qualitative research in the second semester. The group is required to use one of the advance quantitative research tools and techniques discussed and learnt in the class for the project report. The focus of these assessments is not the results but understanding and justifying various approaches of marketing research.

Group presentation will be an assessment of the strength of the group's proposal. The presentation will be assessed on following criteria:
- Strength of overall research design
- Strength of literature review and gap identification
- Development of research question
- Appropriateness of methodology
- Structure of overall presentation
- Presentation skills

The **group project report** will consist of maximum 5000 words excluding references and appendices.

The project report would consist the following:
1. Title page
2. Table of contents
3. Executive summary
   a. Major findings
   b. Conclusions
   c. Recommendation
4. Introduction and problem definition
5. Literature review
6. Research methodology
7. Analysis and findings
8. Conclusion and recommendations
9. Limitations and future research directions
10. References
11. Bibliography

(Please refer to chapter 22 of the text book (Marketing Research: Naresh Malhotra) for further details on the report.

You are requested to use relevant journal articles in your project report instead of websites while providing justifications. (Please refer to chapter 4 of the text book Marketing Research: Naresh Malhotra for further details).

Assessment criteria:
- Ability to define the problem in depth
- Strength of the research design
- Justification of the methodology
- Strength of questionnaire
- Evidence of thinking and debate of the argument at an appropriate level
- Ability to analyse and interpret data and convert it into valid and reliable information
- Demonstrate knowledge and application of appropriate research methodology and techniques