

<b>Module Title:</b>	<b>Marketing Research Applications</b>
<b>Academic year:</b>	2009 – 2010
<b>Credit Value:</b>	5 – Mandatory
<b>Pre- requisites:</b>	Marketing, Business Statistics
<b>Assessment:</b>	
<b>Aims</b>	To explain each of the elements in the marketing research process. To demonstrate how marketing research is used in decision making. To enable the student plan, organize and implement an applied marketing research study.
<b>Module Content</b>	<ul style="list-style-type: none"> <li>• Introduction ;</li> <li>• Research ethics;</li> <li>• Quantitative Research;</li> <li>• Qualitative Research;</li> <li>• Research applications;</li> </ul>
<b>Intended Learning Outcomes:</b>	<p><b>On successful completion of the module the student will be expected to be able to:</b></p> <ol style="list-style-type: none"> <li>1. Plan, organise and implement marketing research projects for a variety of applications</li> <li>2. Apply the principles and procedures learned in applied statistics to research problems</li> <li>3. Use the SPSS statistical analysis package in research applications</li> <li>4. Carry out an applied research study</li> </ol>