COURSE SPECIFICATION DOCUMENT

School: RBS

Programme: MA Luxury Brand Management
MSc Digital Marketing with Data Analytics

***FHEQ* Level:** 7

Course Title: Market Research Skills

Course Code: MARK 7101

Total Hours: 100
Timetabled Hours: 26
Guided Learning Hours: 4
Independent Learning Hours: 70

Semester: Summer
Credits: 10 UK CATS credits
5 ECTS credits
2 US credits

Course Description:

The Market Research Skills course aims to provide students with practical understanding, skills and experience of both theory and practice of marketing and branding research. More specifically, this course equips students with a framework for understanding various decision aspects involved in research including design and implementation of a marketing and branding research plan, design of a questionnaire, collection and analysis of data, preparation of a market research report.

Prerequisites:

None

Aims and Objectives:

The aim of this course is to provide students with the knowledge, skills, and confidence to be able to investigate on key "Marketing" and "Branding" related issues. This is based on the notion that qualitative and quantitative research skills are mutually important and necessary in order to understand and apply in a market research project.

The course will outline the basic steps in the formulation of market research topics, aims, questions and objectives. Students will also learn about questionnaire design and will be made aware of the ethical considerations concerning research. The presentation,

interpretation, and discussion of the findings in an appropriate and professional manner both for academic and managerial purposes will be discussed in detail.

Programme Outcomes:

MA Luxury Brand Management:

A1, A2, A3, A4, B1, B2, B4, B5,C1, C2, C3, C4, D1, D2, D3, D4, D5

MSc Digital Marketing with Data Analytics

A2, B2, B3, C1, D2, D3, D4,

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by the Registry and found at: https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes

By the end of this course, successful students should be able to:

1. Demonstrate an in-depth understanding of the key concepts and issues faced in market and branding research.
2. Demonstrate a systematic understanding of how to collect primary and secondary data using both qualitative and quantitative methods.
3. Demonstrate the ability to collect, analyse and interpret both qualitative and quantitative data.
4. Understand the core research limitations in market research design.
5. Understand the nature and composition of a market research project.

Indicative Content:

Overview/Outline of the Syllabus

This course will cover the following research topics:

1. Introduction to Marketing Research + Online Databases, Types of Journal Articles andReferencing Style
2. Research Objectives and Research Design
3. Secondary Data Collection and Analysis
4. Types of Data and Data Collection
5. Questionnaire Design and MeasurementSampling Design and Techniques in Marketing Research
6. Quantitative Data Analysis
7. Qualitative Data Analysis

8. Consumer Behaviour Research
9. Brand & Advertising Research
10. Ethical Considerations in Marketing Research
11. Presentation and Interpretation of Findings

Assessments:

All assessment criteria conform with the University Assessment Norms and Emergency Regulations found at https://www.richmond.ac.uk/university-policies/

This class follows the Late Submission of Coursework Policy and Feedback Norms outlined below and found at https://www.richmond.ac.uk/university-policies/

Teaching Methodology:

The course will be delivered through a blend of in-person lectures, workshops, and tutorials.

- Lectures will serve to introduce and explore new concepts and theoretical frameworks.
- Workshops will provide students with practical, hands-on experience, focusing on problem-solving and the application of theory to real-world scenarios.
- Tutorials will offer structured support and guidance for students' coursework and assignments.

Additionally, Guided Learning Hours (asynchronous online activities) will supplement the curriculum with extra learning content. This may include, but not be limited to: flipped classroom activities, recorded lectures, podcasts, vodcasts, quizzes, and online discussions.

Indicative Text(s):

- Gray, D. E. (2021) *Doing research in the real world*. 5th edn. London: Sage Publications.
- Hollensen, S. (2019) *Marketing Management: A Relationship Approach.* 4th edn. Harlow: FT Prentice Hall.
- Hollensen, S. and Bogdanovic, A. (2025) *Global Marketing*. 9th edn. Harlow: FT Prentice Hall.
- Nunan, D., Malhotra, N. K., and Birks, D. F. (2020) *Marketing Research: applied insight.* 5th edn.Harlow: Pearson.
- Saunders, M., Lewis, P. and Thornhill, A. (2023) *Research Methods for Business Students*. 9thedn. London: Prentice Hall.

Note: The indicated textbooks will be made available through the Library at the start of the programme.

In addition to engaging with the above indicated textbooks, students are expected to find other sources that strengthen their understanding of the subject matter. Of particular

importance are academic journal articles, which are available through the University's Library pages. The instructor by turn will provide additional readings related to each lecture on Blackboard.

Journals

Journal of Marketing Research
Journal of Consumer.

Research.

Change Log for this CSD:

Version and Nature of Change	Date Approved & Approval Body (School or AB)
Version 1	February 2023
Contact hours updated	29 March 2023
Revision – annual update	May 2023
Programme outcomes updated	Oct 2023
Total Hours Updated	April 2024